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and
Broadcast Advertising

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Armed With BMI, Industry 'Sits Tight'

Justice Department Action Against ASCAP, NAB, BMI, Networks Is Awaited as Consent Decree Fails

By SOL TAISHOFF

CONFIDENT that the Government's all-out legal assault against music pooling will leave the broadcasting industry virtually unscathed but will spell the demise of ASCAP's domination of music performance, major elements in broadcasting have adopted a "sit tight" attitude under which ASCAP contracts would be permitted to expire as of the year's end.

As this was written Dec. 30, the Department of Justice was poised to file criminal proceedings not only against ASCAP but also against NAB, Broadcast Music Inc., NBC and CBS. Action against the radio groups is premised upon alleged boycott of ASCAP music and on purported conspiracy by NAB and the major networks to eliminate competition [see page 54D].

BMI Gets a Trial

Victor O. Waters, special assistant to the Attorney General in charge of the ASCAP litigation, planned to leave for Milwaukee as soon as Departmental approval of the proceedings was forthcoming, probably about Jan. 6.

With feeling high in the industry because of the sudden turn in the Government attitude, taken only after ASCAP had toyed with it for weeks on a consent decree, the broadcasting industry nevertheless was determined to gvie BMI a real trial and forego the use of ASCAP music beginning Jan. 1. There was no thought of a compromise or reconciliation, with the most important elements in the industry willing to take their chances on the criminal litigation.

Reports were rampant that ASCAP would make a sensational offer, permitting radio to use its music after Jan. 1 until some sort of reconciliation might be worked out. But the bulk of the stations, plus the major networks, were of the view that no last-minute negotiations could be effected. They were satisfied that BMI could carry the music load and that the litigation ultimately would wind up in radio's favor.

For statements of the opposing elements in the music feud, see page 54-D.

The Department, following the sensational announcement of Attorney General Robert H. Jackson Dec. 26 that criminal proceedings would be instituted, proposed to file criminal informations in Milwaukee by about Jan. 6. There will be separate bills, one against ASCAP and the other presumably against the industry groups.

Avoids Grand Jury

The ASCAP bill will be all-inclusive, seeking the indictment, without the usual procedure of going through a grand jury, of its officers and its 24 directors, plus all of its publisher members. That against the industry groups presumably will be aimed at the NAB, but not its individual directors or members; against the officers and directors of BMI and against specified officers and directors of NBC and CBS who were identified with the formation of BMI, Mutual, as a cooperative association, was not expected to be included, though it would be affected by virtue of the presence on the BMI board of an MBS officer, as well as the membership of MBS stations in BMI.

The Department had planned to initiate action against ASCAP before the end of the year, following up with the filing of criminal informations against the industry groups. The holiday period, however, is believed to have interfered with this plan.

It was also clearly indicated that the Department, in its all-front onslaught on music, intends shortly to prosecute the American Federation of Musicians, dominated by James C. Petrillo, largely because of its enforced employment of musicians by broadcast stations, under the 1938 "Schedule A" agreement.

Why BMI Is Included

Spokesmen for radio were indignant over the Department's action in proceeding against BMI, set up as it was only to break the ASCAP stranglehold on radio. Assistant Attorney General Thurman Arnold took the position that the Department could not proceed against ASCAP without taking cognizance of the purported monopolistic tendencies of BMI. This was represented as essential because the broadcasting industry controlled the principal exploitation medium.

Whether conversations would be held with BMI and other industry representatives about an out-of-court settlement, was problematical. It is known the Department would like to see the industry enter an agreement similar to that proffered ASCAP, which was rejected at the eleventh hour. Because BMI is a new organization, without a record of purported wrongdoing such as ASCAP, it was thought it could accede to a consent decree without seriously disrupting its operation and permit it to introduce an element of competition desired in music.

Mr. Waters, assigned to the ASCAP case a year ago, has been devoting practically all his time, since the rupture of the consent decree negotiations, to the drafting of the criminal informations. Unlike grand jury proceedings, where indictments must be procured, the Anti-Trust Division, upon its own information and belief, will seek prompt court action against the defendants named, eliminating the long drawn out grand jury proceedings.

Hardly a Complaint

While a number of stations signed contracts with ASCAP at the eleventh hour, the rank and file of the industry exuded confidence in the ability of BMI and non-ASCAP houses to tide the industry over the critical period. As a matter of fact, during the last month a minimum of ASCAP music has been performed over the networks and there have been no complaints worthy of mention, either to the

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Next Issue of BROADCASTING To Appear Jan. 13 as Weekly

WITH THIS issue BROADCASTING terminates publication as a semi-monthly, and hereafter will appear as a weekly. The first weekly issue will be published under date of Monday, Jan. 13. Each Monday thereafter this newsmagazine should reach its readers as far west as Kansas City, with second-class mail delivery indicated for the remainder of the country on the following day.

BROADCASTING inaugurates weekly publication after more than nine years as a semi-monthly, under the same ownership, management and publication policies. As the original trade journal of the industry, devoted entirely to the interests and welfare of broadcasting and broadcast advertising, it will continue to espouse full freedom of radio under the American plan of free competitive enterprise. It has no alliances with other publications or with any other medium.

There will be no change in format or outward appearance of BROADCASTING as a weekly. The magazine, instead af averaging about 100 pages per issue, will run about 60 pages at the outset. Full coverage of all news developments in the business and conduct of broadcasting as an industry, along with advertising success stories and features, will be supplied as in the past. New departments, to be added, will emphasize business news, new campaigns and success stories.

BROADCASTING gratefully acknowledges the wholehearted cooperation and endorsement given it by all segments of the broadcast and broadcast advertising professions during the more than nine years of its life. The last decade has seen the full flowering of broadcasting as an industry. BROADCASTING hopes it has contributed in some way to this development and, as a weekly, pledges itself to continued vigorous support of wholesome operation of broadcasting for maximum service to the public.

BUSINESS & FINANCE

Another Boom Year Forecast for Radio

Normal Industry Progress, Defense Stimulus Bring Bright Prospect

BROADCAST advertising prospects for 1941 are bright.

Never before have they been brighter.

And a few of the more cautious are wondering if they ever again will be as bright.

After a record - breaking year, the industry faces the prospect of another excursion into new high business levels —anywhere from 10 to 25% above 1940. The conclusion is based on a nationwide survey conducted by BROADCASTING.

This anticipated increase is fairly steady, for radio's business chart has settled to a consistent climb quite in contrast to the spurts of earlier years. For several years the volume of time sales has been mounting at a regular pace, and 1941 should maintain this rate, judging by prospects at the turn of the year.

But a few smudgy clouds hover on the horizon. They are war clouds, of course. They arise from a war that is stimulating current business which in turn stimulates advertising.

The clouds are sufficiently ominous to catch the wary eye of the business observer. They introduce a big IF into many of the recklessly optimistic predictions of conservative analysts.

On the Books

This IF is causing many timorous advertisers to hold back campaigns now waiting for a go-ahead signal. Yet business actually on the books indicates that all branches of broadcast advertising will start the year well ahead of 1940.

Inspiring the prevalent IF is one fear. It is a fear of priorities—that basic requirement of efficient production by which goods needed first will be produced first. Thus a thriving auto industry, for example, might find itself thoroughly crippled by a mandate from Uncle Sam to turn out needed defense materials. Or it might be unable to obtain parts needed on the auto assembly lines.

Defense stimulus to business in general is creating more jobs. The full impact has not yet been felt, since much of the early activity is devoted to plant construction. More and more jobs will be created; more and more payrolls will be swelled; more and more wage earners will be buying necessities and luxuries whose acquisition has been long deferred; more and more unemployed will be absorbed into industry.

Increased Government taxes are causing many concerns to spend money for promotion and market exploitation, since these funds are classified as normal business expense. These firms take the position that improvement of product appearance, development of existing markets and opening of new trading areas for their products are likely to bring improved sales.

For roundups of radio prospects in Philadelphia, San Francisco, Detroit and Canada areas, see pages 30-31.

The complications of war can bring quick changes in the business complexion. Inability to get luxury items; labor unrest; mounting Federal, State and local taxes; Government drives for funds; threat of an axis victory—all these and many other elements tend to deter the over-optimistic observer.

No Saturation Yet

As usual the industry hears from outside quarters that all good time has been sold and that only undesirable time can be bought. The saturation charge has been hurled at radio for many years, yet the industry's sales continue upward because sponsors want to use its facilities.

A good share of the increase in time sales comes from present advertisers, who are increasing their hookups. Scarcely an instance of sponsor cancellation is found. In fact, many new advertisers are joining the radio ranks. Old advertisers are spending more for time and less for talent.

Stations are learning how to apportion their time more efficiently. One midwestern station, for example, abandoned a long afternoon sports program despite the fact that it was sponsored. In its place it substituted a cooperative program that brings in much more revenue.

The 1940 increase in time sales was spread all over the field, from network to local business. Based on the first 11 months of the year, network sales were up 16.2% over 1939, almost the same gain that occurred the previous year [BROADCASTING, Dec. 15]. Spot also is gaining consistently but at a more rapid rate than network.

Some elements in the industry are inclined to belittle the local effect of defense orders. They take the position that most orders lead to other orders in other cities. Furthermore, most of the orders are placed in major markets.

Empty Shelves!

They will take cognizance of a defense boom only if dealers start to hound factories for more merchandise to fill shelves emptied by frantic spenders.

Army camps are markets for products used by men. Such items as cigarettes and shaving materials are bought by men in uniform.

In the current excitement, a trend has been observed toward placement of national advertising in cities under 50,000. Many national space and time buyers are inclined to pick out the large metropolitan areas for their campaigns. Within recent months they have been found devoting more attention to the smaller sections, though placement of advertising in a large group of small markets involves mechanical problems.

Analyses of radio business prospects in principal markets of the United States and Canada by BROADCASTING staff members and correspondents start on column 4, this page.

KGNC Seeks 50 kw.

A HAVANA Treaty shift, which would give it 50,000 watts on 860 kc., is sought by KGNC, Amarillo, in an application filed with the FCC Dec. 23. Now on 1410 kc. with 1,000 watts night, 2,500 watts day, the station seeks a shift to 860 kc., using a directional antenna for day and night use. The channel is assigned to Ontario, Canada, for use by a Class 1-A station.

SCRIPT CONFERENCE brought this group, representing sponsor, agency, network and talent, backstage following the initial broadcast of the weekly dramatic show, *Point Sublime*, which started Dec. 16, under sponsorship of Union Oil Co., on 14 NBC-Pacific Red stations. They are (l to r) Ed Barker, NBC Hollywood account executive; Robert L. Redd, writer-producer of the series; Robert Phillipi, Union Oil Co. advertising-publicity representative; Arthur Stewart, vice-president of that firm; W. A. Newhoff, manager of Domestic Sales, Union Oil; and William Pringle, Lord & Thomas, Los Angeles, account executive. Seated is Cliff Arquette, star of the program.

NEW YORK

By BRUCE ROBERTSON

NO STARTLINGLY different developments in commercial broadcasting are in view for 1941, according to the more than 50 radio executives of advertising agencies, station representative organizations, networks and stations interviewed late in December by the New York office of BROADCASTING.

While there was a general disinclination to look any farther ahead than the first quarter, for which time and talent commitments are already pretty well set, the consensus was that radio in 1941 will go on much as it has in 1940, showing a steady but not spectacular increase in volume, but with no particular trends with enough force to alter the general picture.

Steady Network Gain

Network radio's progress, as measured by time sales, seems to have developed a normal rising curve instead of the meteoric spurts it took in the early days when it was just being accepted as a primary advertising medium. Time sales for NBC, CBS and MBS combined, for the first 11 months of 1940 were 16.2% over 1939 billings for the same period, an almost exact repetition of the previous year's history, with 1939's network time sales totaling just 15.9% over those for 1938.

Spot radio billings, according to agencies and station representatives, are also approaching a normal curve in their rise from year to year, although still increasing at a more rapid rate than the networks The wide variety of local situations entering into the spot picture makes it more difficult to draw general conclusions, but it seems true that while many major advertisers have used spot radio for years, both as a primary medium and to supplement network campaigns, other advertisers are still "discovering" this type of broadcasting for the first time.

By and large, however, radio's increased revenue, both network and spot, is coming through increased expenditures by present clients rather than from an influx of new advertisers. Furthermore, the growing scarcity of choice network time available has resulted in a tendency for advertisers to add more and more stations to the networks carrying their present programs rather than placing additional programs on smaller network hookups.

Another tendency, almost pronounced enough to be called a trend, is toward expending a larger proportion of the radio dollar for time, with a curtailment of talent costs. Dramatic programs are becoming more numerous, variety shows with expensive guest stars less so. In the spot field, reps report the greatest demand for announcements and then for news periods, with a relatively small interest in regular grams of 15 or 30 minutes.

The national defense program does not appear to have had

appreciable effects on broadcast advertising to date, except that by stimulating business and hence advertising expenditures generally, it has undoubtedly produced increased expenditures for radio time. So far, however, these increases have been distributed rather evenly throughout the nation's markets, with relatively little concentration in cities where factories are now working at top speed on defense orders.

Effect of Defense

As one agency executive expressed it: "Our clients feel that orders for ships or planes or munitions in any particular city produce other orders for shoes and overalls and tools in other cities, so that for the present, at least, their advertising continues to follow the line of distribution and to be concentrated in the nation's major markets. However, we are watching the situation closely and it is probable that when more markets are added these defense payroll cities will be first on the list."

It seemed significant that no agency executive, in discussing the outlook for radio, mentioned the defense program until the interviewer suggested it. Equally significant was the absence of any mention of the music situation which, while undoubtedly a matter of major concern to program directors, has apparently had no effect on the purchase of time by any advertiser. Not a single cancellation due to ASCAP's withdrawal of its music from the air on Dec. 31 was reported.

Specialized Lines

Among the station representatives were a number who cited large increases in billings for stations located in cities where defense orders have been placed and attributed the radio increases directly to the defense expenditures. Agency men, however, pointed out that for the most part these cities are major markets anyway and that the increases might be due to a number of individual causes or simply to general increased expenditures rather than to defense orders.

The only direct confirmation of advertising placed specially in cities where factories are working night and day came from an agency handling a cold remedy, with the explanation that crowded living and working conditions such as are apt to accompany any sudden increase in employment in a community are conducive to the spread of colds and therefore such communities are in more than normal need of cold remedies and make additional advertising worth while.

Advertising for automobiles, watches and similar articles which might now for the first time in years be possible purchases by workers in heavy industries has not yet been increased in war-order cities. "When the dealers in those cities tell the factory that they need more merchandise in a hurry, and when those orders mount up, then the client will decide those territories are worth additional advertising and we'll begin placing business on the stations, but that hasn't happened yet," it was ex-

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TROPICAL setting was selected by Hayward Hull, agriculture extension director of WAPI, Birmingham, and Josephine Campbell for their wedding. Hull at one time lived in San Juan, Puerto Rico, where the ceremony was performed. Here David A. Brown (left), program director of WKAQ, San Juan, and John A. Zerbe (right), WKAQ manager, greet the newlyweds just before they boarded a Pan American stratoliner for the return trip to Miami.

CHICAGO

By EDWARD CODEL

WHILE optimism in the Midwest runs high among buyers, sellers and disseminators of radio time, a feeling of caution prevails. It is a feeling perceptible everywhere, an anticipation of "the biggest year in in radio's history providing (and here fingers are crossed) there isn't something on the way to upset the apple-cart."

But since the future can be determined only by the past, and the last six months have shown a sharper percentage rise in radio prosperity than ever before, the Midwest is determined to relegate potential dire happenings to the background and put foreward its best prosperity manner. It may seem somewhat contradictory to say caution is prevalent while the outlook is bathed in rose-colors, but that is the Midwest picture.

The Tax Angle

Possibly the key to the expected 1941 increases in promotional expenditures by sponsors, even more important than the huge amounts of munitions and other defense monies being distributed, is found in corporation income and excess profit taxes. The increased taxation should result in a greater tendency on the part of sponsors to exploit more markets for their products, develop additional products, improve packaging and generally increase advertising appropriations.

But defense money is not to be taken lightly, especially in the Midwest where a goodly share is being distributed. From the Gulf to the Canadian border the potential buying power will be felt. While at present the expenditures are being spent in the main for construction, capacity operation will be in force before the new year is well under way.

Perhaps one of the best specific examples of what is taking place at stations in areas directly profiting by increased production is found at WIND, Gary, Ind. Gross local business has increased 55% during the last six months over the corresponding period of 1939. WIND is among the stations serving the Calumet industrial area comprising Hammond, Whiting, East Chicago, Gary and other Indiana cities, as well as many Illinois communities at the lower tip of Lake Michigan. Steel mills in this territory are working at full capacity. The buying of advertised goods is keeping pace.

Surprisingly few sponsors have asked for "war clauses" in contracts for time. In a thorough survey on this subject, only a few scattered instances could be found. For the most part, when such special concessions were asked, they dealt with talent rather than time sales. This lack of fear on the part of those who foot the bills is an encouraging sign. It is generally conceded that only a drastic world act —an attack on the U. S., the sending of troops abroad for actual participation in the conflict which would mean general conscription, or sudden peace—would throw business plans askew.

If England is successful in Africa, and if Greece is conclusively victorious, it is felt that American business will prosper even more. There is a natural tightening period in progress at present. A good example of this is found in the general delay in getting large national spot and network advertising campaigns under way. Although they are spending, clients seem to wait with bated breath the latest war reports and seem to hedge somewhat in "letting loose with both barrels" although there is definite proof that many large campaigns are set and ready to be released at a given signal. This may in part explain the general air of caution.

Plenty of Time

Estimated increases in local and national spot business in the Midwest for the coming year run from 10 to 25%. With but one exception, agency timebuyers, representatives and station executives kept within

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LOS ANGELES

By DAVID GLICKMAN

CHALKING UP 1940 as one of the greatest years, if not *the* greatest in the history of Pacific Coast radio, Southern California broadcasters, station representatives, agency timebuyers and others in the know, are most optimistic as to prospects for 1941. They look forward to a banner year.

Although loath to estimate how much radio business will be placed during the first quarter from the West Coast, many predict a new peak in spot broadcasting for 1941, maintaining the pace established in the last quarter of 1940. Recognizing the many business hazards, executives nonetheless expect a new all-high in every branch of the broadcast advertising industry, including regional and national spot as well as network and local. There is scarcely a pessimist in the Southern California area.

A Slow Start

Unsettled business in general, due largely to labor troubles and hostilities abroad as well as other factors, got 1940 off to a rather slow start on the West Coast, but summer was comparatively slumpless, and a boom autumn carried through early winter, winding up the year in grand fashion.

With 1940 an election year, practically every station on the West Coast came in for a goodly share of the national political business, helping to swell the total figures. Some stations received additional political revenue from local elections. Others declared that political business did not come up to expectations and the boom would have been a reality even without the election money. Pacific Coast regional networks got more political business than ever before because of the national and state issues, and at a better rate too, bolstering yearly totals.

Many new factors enter the radio advertising picture for the coming year and help explain the optimistic feeling that prevails on the West Coast. The Pacific Coast in general will greatly benefit from the national defense program. A total of 973 million dollars has been allotted to the Pacific Coast for defense measures, thus creating new employment for many thousands of persons.

These industries, concentrated largely in Southern California for the moment, will exert only a secondary influence on broadcast advertising in that area because they are not users of radio for exploitation purposes. The stimulant has increased the buying power of Southern California citizens and hence makes that area an even more important market than previously.

With the marked economic upturn felt throughout the West Coast, national and regional manufacturers and distributors, as well as local retailers, are going to cash in on the prosperity being created by this general accelerated national defense program. They are increasing advertising budgets for concentrated campaigns to attract the new money. Radio is to be in-

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Congress Inquiry Threatened In Sale of WMCA to Noble

Flamm Asks FCC to Reconsider and Dismiss But New Owner Goes Ahead With Plans to Operate

DESPITE rumblings of dire developments, including a Congressional investigation, ownership of WMCA, New York, was slated to pass Dec. 31 from Donald Flamm to Edward J. Noble, industrialist and former government official, for the record cash price of $850,000.

With a final FCC approval given the transfer on Dec. 17, the sales contract called for transfer of the property at the year end. Rumors were rampant, however, that Mr. Flamm did not propose to consummate the transaction, and might not turn over title to the station. While formal statements were not forthcoming, Mr. Noble made plans to take over operation as scheduled. Refuting reports that he was buying the station for other individuals, Mr. Noble said Dec. 27 that he was acquiring the station with his own money. "I am not acting for or on behalf of anyone except myself in this transaction," he said.

Asks Reconsideration

Indicating his desire to kill the sale to Mr. Noble, Mr. Flamm asked the FCC Dec. 23 to reconsider its approval and dismiss the transfer application. Repercussions in Congress also were indicated with the receipt by the FCC Dec. 17 of a request from Rep. Wigglesworth (R-Mass.) for information on the transfer.

The Congressman, who is a member of the House Appropriations Committee handling FCC funds, repeatedly has sought detailed information on station transfers, in the past having alleged "trafficking" in licenses. The FCC 1941 appropriation now is before the Committee and hearings on justification of the FCC's funds are scheduled for Jan. 8.

The Flamm petition, filed in his own name Dec. 23 recited that on Dec. 14 the FCC had requested further information on the application and that his counsel had been informed that before any action could be taken, it would be necessary to supply the additional information. On Dec. 17—the date of the Commission's approval—Mr. Flamm said that he had prepared a petition to dismiss the application, in accordance with FCC rules, but that before filing, informal notice of the Commission's favorable action had been received. Specifically, the FCC was asked to reconsider its action and dismiss the application for transfer.

Counsel for Mr. Noble, however, advised the FCC Dec. 27 that the matter had been finally agreed upon by the Commission and that the Flamm petition was "frivolous".

Quick Action

Acting within a fortnight of the filing of the application, the FCC by a 3 to 1 vote approved the sale on the basis of facts contained in the application. Commissioner T. A. M. Craven, it is understood, voted for a hearing. Casting affirmative votes were Acting Chairman Norman S. Case and Commissioners Walker and Payne.

Because the transfer contract contained a proviso regarding payment of 90% of the additional taxes which might accrue after Jan. 1, by Mr. Noble, it is understood, the FCC expedited consideration. Action was taken at the last meeting scheduled for 1940. The next full Commission meeting is scheduled for Jan. 7.

Negotiations for acquisition of the station occurred during latter November between Mr. Flamm, president of Knickerbocker Broadcasting Co.; William Weisman, vice-president and attorney for the station, and William J. Dempsey and William C. Koplovitz, former general counsel and assistant general counsel of the FCC, acting as Mr. Noble's attorneys. The application for transfer was filed with the FCC Dec. 2.

The New Setup

The new WMCA owner, who holds large interests in a number of companies aside from his position as founder and chairman of Life Savers, plans to devote considerable time to WMCA operation, it is reported. It is presumed he will survey the station's operations before announcing new policies and personnel changes. It is understood that Don S. Shaw, executive vice-president and former McCann-Erickson executive, will continue as the station's director.

Donald Flamm and his brother, Sidney Flamm, sales head, as well as Mr. Weisman, are expected to leave the station immediately upon assumption of its direction by Mr. Noble.

At the FCC it was said the $850,000 cash transaction probably is the largest in radio history. There have been a number of stations involving larger amounts, but none on an all-cash basis. Such stations as KNX, Los Angeles; WMAQ, Chicago, and WSB, Atlanta, have been sold for prices of upwards of $1,000,000, on terms. These, however, were clear channel outlets, whereas WMCA is a regional station operating on 570 kc. with 5,000 watts day and 1,000 watts night.

WMCA's location in the country's first market enhances its value considerably, it was pointed out.

Mr. Noble was chairman of the Civil Aeronautics Authority in 1938 and early 1939, when he was named Undersecretary of Commerce. He resigned the latter post last August to return to private business.

Among his interests, aside from Life Savers, are holdings in Sterling Products Inc., one of the largest users of radio time. With far-flung business and financial holdings, Mr. Noble maintains an extensive advisory staff. It is presumed that this staff will undertake an analysis of WMCA operations as a basis for future policies.

Purchaser of WMCA

EDWARD J. NOBLE

Sunkist in 25 Markets

CALIFORNIA FRUIT GROWERS Exchange, Los Angeles, consistent users of radio time, in early January starts a 20-week spot announcement campaign, utilizing stations in 25 major markets. An average of one spot daily is to be used on stations in 19 major markets for Sunkist lemons, starting Jan. 6. For the Sunkist orange campaign, starting Jan. 13, an average of two spots daily will be used on stations in six markets. Firm also sponsors the twice weekly quarter-hour program, *Hedda Hopper's Hollywood*, on 40 CBS stations.

More Mueller Spots

C. F. MUELLER Co., Jersey City (macaroni), on Dec. 30 renewed on the following participating programs: two announcements weekly on the *Marjorie Mills* program heard on seven Yankee Network stations; five announcements weekly on *Home Forum*, KDKA, Pittsburgh; *Women Only*, WHAM, Rochester; *Arthur Godfrey*, WJSV, Washington; *Home Chats*, CKLW, Windsor. Sponsor also started Dec. 26 on WABC, New York, a daily quarter-hour news period, 9-9:15 p. m. Agency is Kenyon & Eckhardt, New York.

Fleischman's on 15

STANDARD BRANDS, New York (Fleischman's Yeast), is starting on Jan. 6 two one-minute transcribed spot announcements twice daily, five days a week on the following 15 stations: KSTP, WOAI, WILG, WHAS, KOIL, WSAA, WSB, WSM, WBT, WCKY, KNBC, KOMA, WMT, KSO, WNAX. Kenyon & Eckhardt, New York, is the agency.

Vel Suds on Five

COLGATE Palmolive-Peet Co., Jersey City (Vel Soapless Suds) starts a campaign of undetermined length Jan. 6, using ten weekly one-minute transcribed announcements on KMBC, Kansas City; KRYR, Bismarck; WDAY, Fargo; WFBM, Indianapolis; WOWO, Fort Wayne. Sherman and Marquette, Chicago, is agency.

OKLAHOMA GROUP, WEAU JOINING NBC

FIVE Oklahoma stations—KADA, Ada; KVSO, Ardmore; KCRC, Enid; KBIX, Muskogee; KGFF, Shawnee—will become affiliates of NBC-Blue Network Jan. 1, according to William S. Hedges, NBC vice-president in charge of stations. The stations will be available to advertisers only as a package, which will be optional to the Blue Southwestern group. The network group rate for the five stations will be $200 per evening hour.

On Christmas day, WEAU, Eau Claire, Wis., joined NBC as a basic supplementary to both the Red and Blue networks, with a network rate of $80 per evening hour. Addition of these six stations brings the total number of NBC affiliates to 227 as of the first of the year. WEAU will operate also as a unit of the Minnesota Radio Network.

Further network changes will take place around the first of the year when joint affiliates of the NBC-Red Florida group—WFLA, Tampa, and WSUN, St. Petersburg—both of which shared time on 620 kc., begin separate fulltime operations. WSUN will remain on 620 kc., joining the NBC-Blue Florida group, while WFLA, assigned to 940 kc., will join the NBC-Red Florida group.

Hayes Given New Post As Manager of WABC

ARTHUR HULL HAYES, sales manager of WABC, New York, CBS key, has been appointed general manager of the station, a newly-created post, it has been announced by Mefford R. Runyon, vice-president of CBS. Mr. Hayes will continue as sales manager, a post he has occupied since 1937. Previously he served as eastern sales manager of Radio Sales, CBS representative organization for its M & O stations.

Mr. Hayes

When Mr. Hayes was made WABC sales manager, the station for the first time started a regular local schedule and offered time to local advertisers. Previously it had had no staff for local programming or sales. WABC now has its own program, sales, sales promotion, publicity and program service departments, as well as an appreciable list of advertisers using the station for New York campaigns.

Omar on 20

OMAR MILLS Inc., Omaha, on Jan. 6 and 15 starts a 21-week schedule of one-minute spot announcement five days a week on 20 stations for Omar Flour. Stations are WDWS, WDAN, WDZ, WCBS, WMBD, WTAD, WGIL, WHBF, WKBB, WROK, WISN, WCLO, WKBH, WEAU, WSAU, WTAQ, WHBL, WAOV, WIND, WCFL. Hays MacFarland & Co., Chicago, handles the account.

DORAINE MUSIC Publishing Co., a non-ASCAP house, reports the acquisition of a Latin-American catalog of 5,000 tunes. Rafael Petiton Guzman, Dominican composer, heads the firm's new Dominican and Latin-American division.

Treaty Nations Plan Early Sessions

Engineering Matters to Be Worked Out at Conference

TO WORK out final phases of the continental reallocation embraced within the Havana Treaty plan, a general engineering conference of the four principal signatories will be held in Washington about mid-January, it was learned officially Dec. 30 at the State Department. Invitations for a series of bi-lateral conferences, issued by the U. S. Government, have been accepted by Mexico, Canada and Cuba, but a single conference rather than a series of sessions now is likely.

With the reallocation slated to become effective March 29, it is thought this deadline can now be met. Clearing up of engineering conflicts, including settlement of a number of vexatious questions regarding the notorious Mexican border stations, will be the primary purpose of the Washington engineering conference. Heretofore, some misgivings had been expressed over meeting the deadline date, and there was talk of a possible postponement.

Border Problem

The Mexican Government suggested a general conference rather than a series of bi-lateral sessions, at which each nation would iron out its allocation conflicts with this country. Both the FCC and the State Department agreed to the suggestion.

The actual date for the conference, which should constitute the final phase of the long drawn out diplomatic conversations governing the treaty, has not been designated. The Department is awaiting word from Canadian and Cuban officials on the suggested mid-January date. Because the Defense Communications Board holds its committee organization meetings during the week of Jan. 6, it is assumed that the allocation conference will not be held until the week of Jan. 13. The sessions are expected to last several days.

The conversations all will be within the framework of the treaty. In other words, no new allocations departing from the treaty provisions can be considered. Clearing up of the border station situation probably will prove the most important phase of the conversations. These stations are definitely slated to pass out of existence under the treaty terms.

However, a gentlemen's agreement regarding certain of the channels had been entered into following ratification of the treaty, and the Mexican list does not indicate precisely when the Class I facilities assigned it for use in the interior of the country will be so shifted. Apparently, certain of these facilities would be taken over by several border stations until such time as provisions is made for their removal to the interior points.

This country is expected to insist that the letter of the treay be adhered to and that the notorious border stations be eliminated as of March 29, assuming that date is met. One of the principal reasons for the agreement, consummated Dec. 13, 1937, was to root out such stations along the Mexican border, operated for the most part by Americans who had been denied facilities in this country.

There are few conflicts in allocations as between the United States and Canada. Cuba, however, originally submitted an allocation list disregarding many of the engineering considerations stipulated in the agreement. Its revised list, however, is expected to accord with th treaty terms.

It is presumed that the delegates from the signatory countries for the most part will be practical alcation engineers. Since questions of treaty policy cannot be involved, the sessions are restricted to purely engineering considerations as specified in the agreement.

Naylor Rogers Is Named Head of WOV, Armstrong to WCOP in Bulova Shift

WITH APPOINTMENT of Naylor Rogers, pioneer West Coast broadcaster, as general manager of WOV, New York, and the naming of A. N. (Bud) Armstrong Jr. as general manager of WCOP, Boston, completion of the top personnel reorganization of key Bulova-owned stations has been accomplished, according to announcement Dec. 30, by Harold A. Lafount, general manager of the Bulova outlets. Ray Linton, program and talent representative, has been named general sales manager of WOV.

Mr. Rogers

Mr. Rogers, for 11 years part owner and director of KNX, Los Angeles, returns to the East after having been identified with the Keystone transcription network venture. He was recently with International Radio Sales, heading its Chicago office. His appointment to WOV is the most important step in a general reorganization of the station, which early this year will begin operations with 10,000 watts and move its offices and studios to new quarters now under construction at 730 Fifth Ace.

Leaves Rep Post

Mr. Armstrong joins WCOP after more than 12 years in radio and newspaper work. He accepted the Boston post after having been with the Katz Agency in Chicago, representing broadcasting stations, newspapers and farm stations. He succeeds Gerard Slattery, who resigned recently because of ill health. He was with WIBW, Topeka, from 1930 to 1934 and afterward with the Capper Publications' Chicago office.

Mr. Linton has closed his program and talent business to take over his new sales duties at WOV. After several years of local and network sales experience in Chicago, Mr. Linton acted as Chicago representative for WMCA, New York, then entering the program and talent field, first in Chicago and more recently in New York.

Miss Hyla Kiczales, manager of WOV for the last few years, will remain with the station, assisting Mr. Rogers in its reorganization. While no details of the new sales and programming plans have been revealed as yet, it is understood that a gradual switchover from Italian programs, in which field WOV has been preeminent in New York, to a more predominently English program schedule is planned.

Stuart Buchanan, who has been appointed program director of the station, entered radio via the Little Theatre route, leaving a directing post with the Pasadena Community Playhouse to join KHJ, Los Angeles, as program director. He was with Mr. Rogers five years at KNX, in charge of news, sports and special events. For the last four years he has been with Walt Disney, joining the organization to direct dialogue for *Snow White* and since then in charge of voice casting for all Disney productions.

WOV's new musical director, John B. Meakin, is another West Coast radio veteran. In 1930 he joined NBC's San Francisco staff as pianist and arranger. He served as assistant to Meredith Willson and later succeeded him as NBC musical director in San Francisco. In 1938 Mr. Meakin became musical director of KSFO, San Francisco.

Mr. Armstrong

Mr. Linton

Four studios, designed and constructed by accoustical engineers of the Johns-Manville Corp. along the irregular-wall plan, are included in the new WOV layout. Studios and offices, which together occupy the complete 12th floor of the building, are air-conditioned throughout. Sound pickup, monitoring and transmission equipment, both in the studios and at the transmitter, are supplied by RCA.

No Lady Is ANN:

IT'S PROBABLY happened before and it will probably happen again, but it's still worth a smile. An advertiser, new to radio, scrutinized the script of his first show on WTMJ, Milwaukee. He nodded approvingly until his eye caught "ANN:" scattered throughout the show. Glancing up at a nervous production man he boomed "Hey, what's the idea of having a woman read all this?".

Coca Cola Discs Wait Music Deal

Coste Claims ASCAP Songs Are Needed for Series

THE SUCESS or failure of ASCAP in getting stations to accept its licenses for the right to perform its music will determine the future of the *Singin' Sam* transcriptions sponsored on more than 200 stations by local Coca-Cola bottlers. Felix W. Coste, vice-president of D'Arcy Adv. Co., agency for Coca-Cola Co. and producer of the recorded programs, has informed the stations now broadcasting the series that "we know of no way to continue this program without some ASCAP music."

Mr. Coste's letter followed one sent out by BMI which explained that the *Singin' Sam* recordings contained some ASCAP music and that stations without ASCAP licenses after Dec. 31 should not accept them for broadcasting after that date. Statnig that this letter that date. Stating that this lettre dersanding and that the agency wants to make its position clear, Mr. Coste continues:

Remains Neutral

"We know of no way for us to continue this program without some ASCAP music. This is particularly true because many of the numbers used by Singin' Sam are "old favorites" which he has been singing for years. So far, we have not been able to routine the programs satisfactorily with non-ASCAP music exclusively.

"We are anxious to be neutral in the music controvery. In fact, we are innocent bystanders. We sincerely hope that the whole controversy will be settled before the first of the year.

"In the programs which we have transcribed for broadcast during most of the month of January, we have included some ASCAP music, some public domain music, some BMI music, and some music from other sources,—being careful to avoid changing the character of the program and the musical formula as we have been following successfully for more than four years."

Three British Agencies Conducting Radio Drives To Help Victims of War

THE THREE British-American war relief agencies—Bundles for Britain, British War Relief Society, and the British-American Ambulance Corps—are conducting separate radio drives for funds.

Headlined by stars of radio and screen, a special Bundles for Britain benefit program was broadcast from Hollywood on the NBC-Blue Jan. 1 at 10-11 p.m., and on Dec. 29 on the *Milkman's Matinee* program on WNEW, a special show was broadcast for the benefit of the same organization. The British War Relief Society is sponsoring a weekly quarter-hour variety program, also on WNEW, New York, time for which was donated by the station.

Simultaneously, the British-American Ambulance Corps, which is currently producing the *Friendship Bridge* program, broadcast thrice-weekly on WMCA, New York, has announced the formation of a Radio Wing of the Corps, which will seek to enlist support of radio talent in the drive to purchase five amphibian airplane ambulances for the RAF.

Status of Anti-ASCAP Laws Now Up to the Supreme Court

Highest Tribunal to Review Florida and Nebraska Statutes Restricting Monopolistic Activities

FINAL adjudication of the right of States to enact anti-monopoly laws directed against purported monopolies such as ASCAP, will be undertaken by the U. S. Supreme Court in reviewing both the Florida and Nebraska anti-ASCAP statutes.

Following its action of Dec. 9 in accepting a review of the Nebraska law [BROADCASTING, Dec. 15], the court at its pre-holiday session Dec. 23 agreed to review the Florida litigation which differs from the Nebraska law under a 1939 revision of the statute. ASCAP has filed a cross-bill in the Florida case.

Florida Ruling

In the more significant Florida case, the three-judge Federal District Court in Gainesville last August held the 1939 revised statute unconstitutional, but only because of its conclusion that the bad provisions were not separable from the good, and therefore the entire statute had to fall. The court in substance held that the monopoly provisions of the State law were valid. It was because of this conclusion that ASCAP has filed a cross-bill in the Supreme Court.

The litigation has a bearing on the current ASCAP controversy because it will chart the future course of States in enacting anti-monopoly laws. The Florida case tentatively is scheduled for argument immediately following the Nebraska case. While the calendar has not yet been made up, it is indicated the arguments will occur in late February or early March, assuming the parties can agree to diminution of the record in the Nebraska case in ample time.

Whereas the Nebraska case, based on a 1937 statute, goes to the question of authorizing public performance of music after the original purchase price had been paid on sheet music, the Florida case is held to be more clear-cut, since it deals directly with the question of monopoly. In the Nebraska case, the Appellate Court held that the State law violated the Federal copyright laws.

The litigation in Florida has been virtually constant since 1938. After the 1937 statute had been thrown out on jurisdictional grounds, a Supreme Court review was sought and while the court upheld the unconstitutionality of the statute, Associate Justice Hugo Black, in a strong minority opinion, held ASCAP to be a price-fixing monopoly with the power of life and death over users of music.

Afterward, the Florida Legislature amended the 1937 statute, removing those provisions held unconstitutional. It was in this case that the three-judge court concluded that while the monopoly provisions were valid, they were not separable from the bad provisions. This opinion was regarded as one in which ASCAP came out second best.

Invalid Sections

The sections held invalid by the circuit court were those which sought to prohibit a combination of two or more owners of copyrights for the purpose of blanket licensing at blanket fees, unless the user was given an option to pay on per-piece prices, and a second which would have compelled payment under blanket licenses similar to the so-called newspaper contract, with no payment on programs not using ASCAP music.

Among the other provisions of the statute which the court sustained were requirements that ASCAP file with the Controller of the State a list showing title, copyright number, composer, author and publisher and other essential information in connection with each composition; payment of a two-cent filing fee for each number; exhibit to prospective licensees, upon demand, a copy of all lists filed; payment on collection of compensation or license fees on numbers not filed; payment of a 3% privilege tax.

Since the incumbent Attorney General, George Couper Gibbs, relinquishes his post Jan. 1, some speculation exists as to who will represent the State in the argument before the Supreme Court. Attorney General Gibbs brought the litigation to the highest tribunal. Associate counsel have been Lucien Boggs, of Jacksonville, and Andrew W. Bennett, NAB and NIB special copyright counsel, who has served as counsel to the Florida Attorney General since the initiation of the litigation.

WHEN DETROIT'S Old Newsboys went far beyond the goal of $165,000 to see that no child was forgotten at Christmas, Norman White, WJR production chief, was at the same corner where he has hawked papers for 15 years. This year White was president of the organization, which is the granddaddie of all similar movements in this country. He has been in radio for almost 19 years with WJR and its predecessor, WCX.

other pending litigation involving State anti-ASCAP laws.

Calling Washington State the "worst offender" against the copyright laws, Mr. Buck said no use of music in that State has paid anything in royalties to ASCAP in four years.

"Clean Hands"

The Washington State opinion culminated litigation which began in 1937. It was the first of the series of State anti-monopoly laws designed to prevent holders of copyrights from pooling their interests to fix prices and issue blanket licenses. It called for registration and per-piece formula—the principle espoused by broadcasters for a decade.

ASCAP initially appealed on the grounds of unconstitutionality. In the first test, the presiding judge held that the statuory minimum of $3,000 was not involved and that the Federal court therefore could not hear the case. When ASCAP appealed to the Supreme Court that tribunal held that the lower court had erred in not taking testimony from ASCAP, and ordered a hearing on the merits. Subsequently, Archie Blair, special master for the district court, ruled that the statutory amount was involved and the case went to the three-judge court.

The three-judge court pointed out that ASCAP contended the Washington State statute is unconstitutional, but that before passing on that question, it was necessary to determine whether ASCAP may invoke the aid of a court of equity. "If a party has been engaged in illegal business and has been cheated, equity cannot help him," the court said.

"In other words, before the plaintiff may invoke the aid of a court of equity, he must come into court with clean hands. If the Society exists in violation of the Sherman Anti-Trust Act, it and members composing it are not entitled to a decree for its benefit."

Then the court held there could be little question that the Society has the power to fix prices. Defining the scope of the Sherman Anti-Trust Act, the court explained the law says nothing specifically about rights or commodities. The statute is aimed at "restraints of trade or commerce" and not at the subject of trade or commerce, the opinion continued. "But rights may be and often are the subject of trade or commerce; and the Sherman Law limits restraints of trade in 'rights' as well as commodities.

"The restraint here is the power acquired by the assignments of the Society's members, to deal in a right acquired by copyright, and thus we have a contract or combination in restraint of trade."

ASCAP Expected to Appeal Decision Adjudging It to Be an Illegal Monopoly

BRANDING ASCAP an illegal combination in restraint of trade, a three-judge court in Tacoma, Wash. Dec. 24 handed to the music combine its worst judicial defeat in its history.

Denying ASCAP an injunction against the Washington State anti-monopoly law, the court concluded that ASCAP did not have "clean hands" and therefore was not entitled to equity relief. The decision tied into the charges made by the Department of Justice against ASCAP in the long-pending Sherman Anti-Trust Act suit pending before the Federal courts in New York State and on which consent decree conversations have been in progress for several weeks.

Appeal Foreseen

"There can be little question that the Society has the power to fix prices for the right to publicly perform compositions for profit," the court declared. "Likewise, it has restricted substantially all competition in the sale of such rights, because it has all such rights. Since the interstate commerce feature is conceded to be present, the Society clearly violates the Act in question, unless the right to publicly perform for profit is not embraced within the Act."

Likelihood that this case also will go before the Supreme Court, on appeal by ASCAP, was seen. Two other cases—involving State laws enacted in Florida and Nebraska—already are before the highest tribunal on appeal and will be argued in early February or early March.

The Washington State opinion was based on the 1937 statute, first of a series of state anti-monopoly laws enacted to combat the ASCAP onslaught. Prior to the court's opinion, a special master had held that the Federal court could take jurisdiction in the case, since it involved more than the $3,000 statutory minimum. Afterward, however, the Attorney General of the State had petitioned the court to enjoin the enforcement of the anti-monopoly law through a consent decree. This action was opposed by Alfred J. Schweppe, professor of law at the U of Washington and special counsel for NAB in the Washington-Montana litigation. Mr. Schweppe expressed surprise over the consent decree move, since he had not been invited to any of the conferences between State attorneys and ASCAP [BROADCASTING, Oct. 1].

The court opinion was rendered by Circuit Judge Bert Haney, of San Francisco; District Judge Lloyd L. Black, of Seattle and Tacoma, and District Judge John C. Bowen, of Seattle.

Gene Buck, president of ASCAP, indicated a Supreme Court review of the Washington decision would be sought. He said that it was the first time in 36 years that ASCAP has lost a case in Federal court, to his knowledge, and that the issues were different than those in

ASCAP Coast Publicist

MORTON THOMPSON, *Hollywood Citizen-News* columnist, has been assigned to publicize ASCAP on the Pacific Coast. It is understood he will quit columning and devote his full time publicizing ASCAP's side of the music controversy. Broadcast Music Inc., recently engaged Rudolph Block & Associates, Hollywood, to handle its public relations work on the West Coast.

Radio Highlights and Headlines: 1940

Major Events of Year as Chronicled in BROADCASTING

(See issues of BROADCASTING nearest 1st and 15th of month of each date given for full details.)

Jan. 5 — FM Broadcasters Inc. formed under leadership of John Shepard 3d to promote commercialization of frequency modulation transmission.

Jan. 11—Mutual Broadcasting System announces expansion of its network base with reorganization of corporate structure. Aligns 118 stations and enlarges board of directors.

Jan. 16—American Federation of Musicians places broadcast contracts on new basis by abandoning 1937 national settlement plan and agreeing to permit its locals to negotiate individual contracts with stations in their communities. Action averts national strike.

Jan. 29 — U. S. Supreme Court gives FCC freer hand in dealing with applications for new stations by eliminating all questions of priority in deciding so-called Pottsville case.

Feb. 1—Gross time sales of broadcasting industry during 1939 reach an all-time record of $171,113,813, an increase of 14% over 1938 [See 1940 BROADCASTING *Yearbook*].

Feb. 8—FCC starts new program "crackdown" era by referring *Pot O' Gold* and other programs to Department of Justice for action under anti-lottery laws. Department later drops cases as unprosecutable.

Feb. 15 — Fight between ASCAP and broadcasters waxes hot as Broadcast Music Inc. begins drive to build independent music source with $1,250,000 war chest. Gene Buck, ASCAP president, is arrested in Phoenix as fugitive from justice at request of Montana authorities. Case afterward dropped.

Feb. 16—Bill designed to redefine views of Congress against encroachment upon broadcasting by an "autocratic" FCC introduced by Rep. J. Wm. Ditter (R-Pa.).

Feb. 28 — FCC approves limited commercial television as of Sept. 1. Subsequently rescinds action and launches attack on RCA that has reverberations in Congress and in White House.

March 12—Creation of annual public service awards for radio announced by School of Journalism, University of Georgia, through George Foster Peabody Foundation. First awards to be made to small, medium and large stations and networks in 1941 for outstanding public service during 1940.

March 21—ASCAP announces proposed new contract for broadcast stations and networks, boosting estimated royalties from $4,500,000 to $9,000,000.

March 25 — Supreme Court gives FCC power to license new broadcast stations without regard for economic injury to existing stations in deciding so-called Sanders case. Holds Commission is given no supervisory control of programs, business management or policy of stations.

March 29—Havana Treaty is ratified finally by Mexico, making its terms fully effective in a year.

April 24—Westinghouse announces formal termination of management contracts held by NBC for KDKA, Pittsburgh; KYW, Philadelphia; WBZ, Boston; WBZA, Springfield, effective July 1.

May 10—Department of Justice institutes new criminal action against ASCAP for purported violation of anti-trust laws, reopening five-year-old case pending in Federal District Court in New York.

May 20—FCC gives FM green light by authorizing full commercial operation beginning Jan. 1, 1941.

May 27—FCC by unanimous vote relegates television back to experimental existence, scrapping rules announced in February which would have permitted "limited commercial operation".

June 7—Lenox R. Lohr resigns as NBC president to become president of Chicago Museum of Science and Industry, after 3½ year tenure. Edgar Kobak, former NBC vice-president and former Lord & Thomas executive, returns to NBC as vice-president in charge of Blue Network.

June 12—FCC Network Monopoly Committee releases sensational report proposing licensing of networks and what industry generally opposed as confiscatory control of contractual relations between networks and affiliates, proposing non-exclusive network contracts and banning of option time arrangements.

June 12—Senate Interstate Commerce Committee begins hearings on nomination of Thad H. Brown for new seven-year term on FCC. With Senator Tobey (R-N.H.) leading onslaught, investigation goes deeply into FCC, RCA, NBC and CBS. Brown nomination finally shelved.

June 18—FCC issues revised rules governing television services, supplementing those originally issued Feb. 28.

June 19—Republican National Committee adopts free radio plank in its 1940 Presidential campaign platform, marking the first time in the history of national political conventions that such action had been adopted.

June 20—John Shepard 3d, president of FM Broadcasters Inc., launches seperate plan for formation of world's first FM network, designed to cover 40 major markets. Exploratory studies authorized.

June 22—FCC issues text of rules governing FM broadcast stations, authorizing commercial operation.

July 10—Democratic National Convention adopts free radio plank, paralleling action of Republican Committee.

July 12—Niles Trammell elevated to presidency of NBC after two years as executive vice-president and after having served as manager and vice-president of central division in Chicago since 1928.

July 23—FCC official analysis of financial data for 1939 shows net time sales for industry of $130,000,000, or 11% more than preceding year.

July 25—U. S. Circuit Court of Appeals upholds right of stations to broadcast phonograph records without payment of license fees.

Aug. 2—Frank E. Mullen named vice-president and general manager of NBC, resigning as vice-president of RCA in charge of advertising and publicity.

Aug. 3 — "Broadcasting Day" observed for first time coincident with NAB San Francisco convention with dedication of plaque to "free American radio" at both New York and San Francisco World's Fairs.

Aug. 5—Broadcast Music Inc. established as permanent organization to supply radio's music needs at NAB Convention in San Francisco.

Aug. 29—Color television development by Dr. Peter C. Goldmark announced by CBS.

Aug. 30 — Plant investment in broadcast stations for 1939 placed at $64,425,000 by FCC in analysis of year's industry statistics.

Sept. 10—Reallocation of assignments of 777 U. S. stations, in accordance with Havana Treaty, announced by FCC, to become effective March 29, 1941.

Sept. 12—American Federation of Musicians agrees with National Independent Broadcasters to permit independent stations to negotiate on musicians' employment contracts with their union locals, rather than on national basis.

Sept. 12—Average weekly wage of $45.96 for 19,873 fulltime employes in broadcasting disclosed in FCC survey, pegging broadcasting as best paying industry.

Sept. 24—Defense Communications Board created by President Roosevelt to plan relationship of communications in national defense. Board members are James Lawrence Fly, chairman, FCC; Rear Admiral Lee Noyes, Navy; Maj. Gen. Joseph O. Mauborgne, Army; Assistant Secretary of the Treasury Herbert E. Gaston, Coast Guard; Assistant Secretary of State Breckinridge Long.

Oct. 9—Sidney N. Strotz, vice-president in charge of NBC Central Division, Chicago, transferred to New York as vice-president in charge of programs. John F. Royal, former program vice-president, assigned to new activities and developments, and Harry C. Kopf, Chicago sales manager, named Central Division manager.

Oct. 15—BROADCASTING announces plan to begin weekly publication as of Jan. 13, 1941, after more than nine years as semi-monthly trade journal of the broadcasting industry.

Nov. 5—Radio establishes new high in presidential election coverage, turning over practically all of its facilities for reporting results of Roosevelt-Willkie balloting, as well as Congressional and State elections.

Nov. 15—Upwards of $2,250,000 reported spent by major political parties for purchase of radio time during presidential campaign.

Nov. 26—Radio observes its 20th anniversary at birthday party in Washington, attended by 600 broadcasters, government officials and public figures.

Nov. 28—Suggested regulations to apply to network-affiliated station relations released by FCC on eve of final arguments on FCC Committee Network Monopoly Report. NBC, CBS and Independent Radio Network Affiliates oppose proposed regulations as confiscatory, while MBS supported them in principle.

Dec. 6 — Threat to break down clear channels seen in split vote action of FCC in KOA-WHDH case.

Dec. 16—Supreme Court in effect upholds right of broadcast stations to perform phonograph records without paying royalties to manufacturers or recording artists, by virtue of refusal to review decision of lower court in RCA-Whiteman test case.

Dec. 17 — FCC approves sale of WMCA, New York, by Donald Flamm to Edward J. Noble, industrialist and Life Saver Corp. head, for $850,000 cash.

Dec. 23 — Formation of Latin-American network of CBS, to begin Sept. 1, 1941 with 39 standard and 25 shortwave stations, announced by William S. Paley, CBS president, upon return from a seven-week air tour of Latin America.

Dec. 26—Attorney General Jackson announces new criminal anti-trust litigation against ASCAP, BMI, NBC and CBS, growing out of music controversy.

WDSU Outlines Strikers' Activity

Operator and Family Said to Have Received Threats

FORCED off the air Dec. 18 for a few early morning hours by strike activities at its transmitter, WDSU, New Orleans, returned immediately under regular operation, subsequently functioning "smoothly and normally", according to P. K. Ewing, general manager of the station. Describing the station's side of the situation in a telegram to BROADCASTING, Mr. Ewing stated that one WDSU operator who was off duty had called early in the morning at the transmitter house in Gretna, La., accompanied by five strangers, and "forced operator on duty with threats to take his FCC license off wall and get out."

Tells of 'Threats'

According to Mr. Ewing, this operator returned to his post later in the day, although his mother subsequently "received four death threats if they didn't pull him and others off". Only two operators on the WDSU engineering staff quit, Mr. Ewing commented, and these were quickly replaced.

Commenting on the situation in his telegram, Mr. Ewing said:

"Entire affair suprise in radio circles here and considered bad move, especially at present time and also in view of fact that union could only pull two men, one of whom says he sent in resignation to union some months ago. Working conditions, hours, vacations with pay and sick leave have all been given all our electrical employes and steady increases in pay have been constant since these two men took their first radio job with us. Our minimum scale higher than other cities this section, but union wanted it higher, and last Oct. 8 we offered them contract with existing scale for beginners. All other phases mutually satisfactory, but they apparently determined to have higher scale New Orleans than other cities this section of U. S. A. despite fact that records show New Orleans living costs to be among lowest in country."

WOV Pickets Withdraw

AMERICAN Communications Assn., a CIO affiliate, has withdrawn its picket line from WOV, New York, where engineers and announcers have been on strike. While permitting its members at the station to return to work if they desire, the union is still pressing charges against the station management before the National Labor Relations Board and is continuing its nationwide boycott of Bulova watches. Station officials say they have taken back a number of the strikers but will not take back engineers on duty the day of the walkout. The management charges the latter with sabotage. The New York regional office of the NLRB says that the unions charges are still before it for action.

A SERIES of transcribed spot announcements were cut by the WHN, New York, Transcription Service for Mona Manet Beauty Salon, New York. Maurice Barrett of the WHN production department produced the series.

Bulova's Record Budget

THE forthcoming advertising appropriation of the Bulova Watch Co., New York, will be the largest in the company's history, according to a statement by John H. Ballard, Bulova president. Adding that Bulova spent more for spot radio in 1940 than any company of any industry, Mr. Ballard reported that Bulova sales during 1940 reached an all-time high and that even larger gains were expected in 1941. Bulova time signals are now on 203 stations, and the 1941 advertising budget is expected to reach $2,000,000, the bulk of which is spent for radio. Biow Co., New York, is the Bulova agency.

Soap Firm Adds

LOS ANGELES SOAP Co., Los Angeles (White King and Sierra Pine Soaps), a heavy user of radio, currently sponsoring the five-weekly quarter-hour program, *News by Knox Manning*, on 8 CBS West Coast stations (KNX KARM KSFO KOY KTUC KLZ KROY KVOR), Monday through Friday, 2:30-2:45 p.m. (PST), on Jan. 6 renews for 52 weeks. Firm on that date also starts for 52 weeks, sponsoring *White King News* on 31 Pacific Coast Don Lee network stations, Monday through Friday, 7-7:15 a.m. (PST). In addition, from three to five spot annuoncements weekly will be continued on 19 stations, KOB KGNC KGHL KIDO KGIR KPFA KRBM KDFN WFAA KTSM KFBB KPRC KGEZ KGVO KTSA KRGV KFAB KOIL KHQ, for those products, with quarter-hour news periods five times a week on KQW KGB KOY for Scotch soap. Agency is Raymond R. Morgan Co., Hollywood.

Swan Soap Campaign

YOUNG & RUBICAM, New York, is buying announcements on some 75 stations throughout the East for "Lipton's Tea and other Lever Brothers products", contracts calling for a varying schedule but averaging about three announcements daily for 52 weeks. Although the agency refuses to discuss the matter, it is generally believed that when the commercial copy is sent out for broadcasting, beginning Jan. 6, the advertised product will be Swan Soap, company's newest product, which is reported to be entering into competition with Procter & Gamble Co.'s Ivory. It is understood the new soap will be introduced with an extensive spot campaign, to be expanded coincidentally with the distribution of the product, but with no plans for a network program until full national distribution has been achieved.

Carnation Discs

CARNATION Co., Milwaukee, on Jan. 1 will start a quarter-hour transcription series featuring Arthur Godfrey on 12 stations, three mornings a week. Stations are WOR WGN WBZ WBT WIS WFBC WTAR WMBG KGW KPO WWJ WBAL. Godfrey's MBS program ended Dec. 30. Adams & Adams is talent agency for Godfrey, with Erwin, Wasey & Co. placing the account.

CITIES SERVICE Co., New York, on Dec. 31 celebrated the beginning of the 15th year on the air of its NBC-Red *Cities Service Concert*, the oldest network commercial on the air.

UPON relinquishing its NBC-Blue sustaining schedule to join the Red network, WIS, Columbia, S. C., in mid-December sent 10 red-headed girls like this comely miss to local downtown corners to distribute 750 red carnations announcing the switch. The girls wore white dresses and red capes, along with a red sash and white ribbon emblazoned with "WIS — NBC Red Network—The Network Most People Listen to Most—Columbia, 5,000 watts, 560 kc." The day preceding the switch, Dec. 14, was designated as "Red Letter Day in Columbia" by the station.

Kastor Extensions

H. W. KASTOR & SONS Adv. Co., Chicago, has placed increased schedules for three of its accounts as follows: White Labs. Inc., Newark (Chooz), on Dec. 30 renewed its varying schedule of one-minute transcribed and life announcements on approximately 25 West Coast stations; Pierce's Medicine, Buffalo, on Jan. 6 started a new schedule of six-weekly one-minute transcribed announcements for Golden Medical Discovery on an expanded list of stations; F. Ad. Richter, Brooklyn (Anchor Pain-Expeller), currently sponsoring a varying schedule of one-minute transcribed announcements, on Jan. 6 increases its list of stations 50%.

Oh Henry Expands

WILLIAMSON CANDY Co., Chicago (Oh Henry), early in January will increase its list of NBC-Blue stations carrying the weekly half-hour dramatic show *Famous Jury Trials*, Mondays, 6-6:30 p.m. (CST). In addition, the firm will place transcriptions of *Famous Jury Trials* on a number of Midwest stations. Aubrey, Moore & Wallace, Chicago, handles the account.

Caldwell Renews on 100

DR. W. B. CALDWELL Inc., Monticello, Ill. (Syrup Pepsin), on Jan. 6 renews its varying schedule of one-minute transcribed announcements on approximately 100 stations throughout the country. Sherman & Marquette, Chicago, placed the business.

Keystone Starts New Discs Chain

Hollywood Firm Reorganized Claims Four Hours Daily

AFTER MANY vicissitudes, which included several reorganizations and revisions of plans for the "war network", Keystone Broadcasting System, Hollywood, started functioning in mid-December with more than 80 stations in the local category reported as using its services. Keystone is said to be furnishing stations with four hours daily of sustaining tax-free transcribed and recorded music as well as complete musical script shows, supplied by Davis & Schwegler, Los Angeles transcription producers, who also recently went through reorganization [BROADCASTING, Dec. 1]. The transcription network in turn, under the setup, is to receive preferred station time at greatly reduced rates for its proposed sponsored shows.

Although new ownership of Keystone is presently cloaked in secrecy, with a Hollywood spokesman stating that the firm has been refinanced by a group of West Coast financiers, letters have gone out under signature of M. McKinley Sillerman, well known as a field representative of the Society of European Stage, Authors & Composers Inc. It is reliably reported that he and Sidney Wolf, Chicago attorney, are sole owners, having taken over Keystone from Davis & Schwegler, original organizers, shortly after Kenneth Davis and Paul Schwegler withdrew.

Mr. Sillerman, interviewed by BROADCASTING, refused to confirm ownership reports. He stated that along with other vital news, officers of the transcription network would be announced in mid-January. Elaborating on his remarks, he said that the new owners have bought title of the firm name, taking over all existing station contracts. He further said that Keystone is issuing 84 shows per week, to fill 28 hours weekly or four shows daily on member stations.

In the reorganization, all employes who helped form Keystone Broadcasting System, were dismissed, with the exception of Richard Weed who continues as station relations manager. Temporary headquarters of the wax network are located at 8442 Hollywood Blvd., Hollywood.

Baltimore's New Local

LOCATED at 7 E. Lexington St., in downtown Baltimore, the new WITH, authorized for construction last Oct. 29 by the FCC, will begin operating early in February, according to Tom Tinsley Jr., president. The station will use 250 watts on 1200 kc. It is Western Electric equipped throughout, with a 214-foot Blaw-Knox tower. Mr. Tinsley, whose mother owns the stock in Maryland Broadcasting Co., licensee, will manage the station. Harold Kaye, formerly in Baltimore agency radio work, has been named program director, and James B. Duff, formerly of WCBM, Baltimore, is chief engineer.

HOWARD BARLOW, conductor of the CBS Symphony orchestra, has been engaged for a second season as director of the Baltimore Symphony Orchestra. Mr. Barlow will continue in his capacity as CBS director.

Industrial Advertisers Are Found Slight Users Of Broadcast Facilities

INDUSTRIAL advertising funds are allotted to radio in small amounts, according to a questionnaire survey by the National Industrial Advertisers Assn., Chicago. The survey reveals that nine companies reporting radio expenditures spent 9.79% of their advertising dollar on broadcasting in 1940, as compared to 23% in magazines, 6.69% in other media and the remainder on other types of promotion. Largest single item is the 31.6% spent in technical and industrial publications.

A breakdown of the composite advertising budget, the NIAA finds, shows one firm with a sales volume between $200,000 and $500,000 spending half of its budget on radio; one firm between $500,000 and $1,000,000 spending 12.22% on radio; one firm between 5 and 10 million dollars, 1% on radio; six firms over 10 million, 4.15%. These nine firms are responsible for the 9.79% average expenditure on radio.

The study is prepared annually, says the NIAA, to aid advertising managers and other executives in preparing budgets. It is based on reports from 345 industrial concerns, of which nine filled out the radio question. Copies are obtainable at the NIAA offices, 100 E. Ohio St., Chicago, at $2, with discount for quantity lots.

Networks Making Plans For Inaugural Coverage

PRELIMINARY plans for comprehensive radio coverage of the Jan. 20 inaugural of President Roosevelt in Washington are being formulated by all three networks. A full complement of network observers and commentators will be on the air during the ceremonies, including Elmer Davis, Bob Trout and Albert Warner for CBS; Baukhage, Earl Godwin and Carleton Smith for NBC; Fulton Lewis Jr., Dave Driscoll, and Walter Compton for MBS.

Remote pickup points will be established along the path of the parade, up Pennsylvania Ave. from the inaugural stands directly in front of the Capitol to the White House. MBS broadcast will be heard in Canada through the CBC, and will be shortwaved abroad through WRUL, Boston, while CBS and NBC also will shortwave their broadcasts.

Quiz Kids in Movies

THE *Quiz Kids*, currently sponsored by Miles Laboratories, Elkhart, Ind. (Alka-Seltzer), on 46 NBC-Blue stations, Wednesday, 8-8:30 p.m. (EST), on Dec. 21 was signed for one year by Paramount Pictures to make a series of short subjects. The first short subject, which goes into production the early part of January, will feature Joe Kelly, m.c., Gerard Darrow, Cynthia Cline and Van Dyke Tiers. This is a feature of Louis G. Cowan Co., Chicago. The radio series is handled by Wade Adv. Agency, same city.

PHILIP MORRIS & Co., New York (cigarettes) will sponsor the 10-10:30 p.m. portion of the *National Barn Dance* Saturday nights on WLS, Chicago. Agency is Biow Co., N. Y.

Jack Benny Leads Annual Talent Poll; Swing Is Ranked as Top Commentator

JACK BENNY and his *Jello-O* program ranked first among programs and talent in the annual poll of radio editors and writers conducted by the trade journal, *Motion Picture Daily*. Lucky Strike's *Information Please* topped the quiz programs; Don Wilson, the announcers; *Lux Radio Theatre*, the dramatic shows.

Kate Smith and Bing Crosby were voted the most popular male and female vocalists. Raymond Gram Swing followed by Lowell Thomas captured the honors for commentators. The results of the poll follow:

Champion of Champions—Jack Benny; Bob Hope; Bing Crosby; Edgar Bergen (Charlie McCarthy); Fred Allen, Helen Hayes, tied.

Season's Outstanding New Star—Dinah Shore; Yvette; Helen Hayes; Carol Bruce, Wendell L. Willkie, tied.

Comedians—Bob Hope; Jack Benny; Fred Allen; Edgar Bergen (Charlie McCarthy); Eddie Anderson (Rochester).

Comediennes — Fannie Brice (Baby Snooks); Gracie Allen; Mary Livingstone; Marion Jordan (Molly McGee); Jane Ace, Portland Hoffa, tied.

Comedy Teams—Fibber McGee & Molly; Burns & Allen; Brenda & Cobina; Abbott & Costello; Amos 'n' Andy, Benny & Livingstone, tied.

Comedy Series—Aldrich Family; Jack Benny; Bob Hope; Easy Aces, Fred Allen Texaco Star Theater, tied.

Male Vocalists (popular)—Bing Crosby; Kenny Baker; Lanny Ross; Frank Parker, Frank Munn.

Male Vocalists (classical) — Richard Crooks; James Melton; John Charles Thomas; Nelson Eddy, Lawrence Tibbett, tied.

Female Vocalists (classical)—Margaret Speaks; Lily Pons; Lucille Manners, Jessica Dragonette, tied; Grace Moore.

Film Players on Air—Edward G. Robinson; Don Ameche; Basil Rathbone; Bing Crosby; Bette Davis, Helen Hayes, tied.

Dramatic Shows—Lux Radio Theater; Helen Hayes Theater; Arch Oboler's Everyman's Theater; First Nighter; Columbia Workshop.

USING this wheelbarrow as a receptacle for donations, Vic Rugh, of KFBI, Wichita, Kan., during the week before Christmas collected food and cash enough to provide Christmas dinners for nearly 100 needy families. Grunting a little under the load, he here hauls away one day's take from the corner of Broadway and Douglas, Wichita's busiest intersection, where Rugh each day conducts his man-on-the-street program. In adition to his sidewalk interviews, where he filled his wheelbarrow every day, he also conducted a twice-daily *Goodfellow Auction* on KFBI, on which he sold everything from eggs to auto tires, donated by merchants and listeners.

Likes Them Short

WHEN a sponsor requests shorter commercials, it's newsworthy. Immediately after a recent broadcast of *Where Are You From?* on WOR, Newark, the sponsor, Rex Cole, General Electric distributor in New York, who had been watching the show from the control room, rushed over to the production group. "Best program yet," he congratulated. "But those commercials—they're *too long!*" At least a dozen amazed radio people heard the statement, according to Jerry Danzig, WOR's publicity director, who is holding them as witnesses.

Dramatic Series—One Man's Family; Big Town; Aldrich Family; Calvacade of America, Second Husband, Those We Love, tied.

Daytime Serials—Vic & Sade; Big Sister; Goldbergs, Mary Marlin, tied; Bachelor's Children, Life Can Be Beautiful, O'Neills, tied.

Dance Orchestras (popular)—Guy Lombardo; Wayne King, Fred Waring, tied; Kay Kyser; Tommy Dorsey, Glenn Miller, tied.

Dance Orchestras (swing)—Glenn Miller; Tommy Dorsey; Benny Goodman; Artie Shaw; Jimmy Lunceford.

Musical Programs (popular)—College of Musical Knowledge; Fred Waring, Kraft Music Hall, Your Hit Parade, tied; Musical Americana.

Quiz Programs—Information Please; Dr. I. Q.; Take It or Leave It; College of Musical Knowledge; Prof. Quiz, Quiz Kids, tied.

Announcers—Don Wilson; Harry von Zell; Milton Cross; Ken Carpenter; Bob Trout.

Commentators—Raymond Gram Swing; Lowell Thomas; H. V. Kaltenborn; Elmer Davis; Gabriel Heatter, Wythe Williams, tied.

Sports Announcers—Bill Stern; Ted Husing; Red Barber; Stan Lomax, Bob Trout, tied.

Orchestras (classical)—N. Y. Philharmonic; NBC Symphony; Frank Black's Cities Service; Ford Sunday Evening; Andre Kostelanetz, Paige's Musical Americana, Wallenstein's Firestone, tied.

Musical Programs (classical)—Ford Sunday Evening Hour; N. Y. Philharmonic Symphony; NBC Symphony, Voice of Firestone, tied; Cities Service, Metropolitan Opera, Telephone Hour, tied.

Children's Programs — Singing Lady (Ireene Wicker); Coast-to-Coast on a Bus (Milton Cross), Let's Pretend (Nila Mack), Quiz Kids, tied; Tom Mix's Straight Shooters.

Educational Programs—American School of the Air (CBS); University of Chicago Roundtable; Information Please; American Forum of the Air; American Town Meeting of the Air, tied.

Special Events—CBS: European Roundup; CBS, MBS, NBC: Conventions and Election Returns; NBC: Graf Spee Scuttling; NBC: War Coverage; NBC: Refugee Children Telephone Talks; CBS, MBS, NBC: War Coverage; NBC: Draft Drawings.

Beech-Nut Gum Sponsors

BEECH-NUT PACKING Co., Canajoharie, N. Y., on Dec. 31 started 52-week sponsorship of 1½ hours nightly of the WNEW, New York, *Dance Parade*, a program of popular recorded music, from 10:30 p.m. to 12 midnight, Mondays through Saturdays. Under the new sponsorship for Beech-Nut gum, the customary format of the program of straight recordings has been revised to include AP bulletins broadcast at intervals during the program. Recorded selections of name bands will be played for a half-hour at a time, with three members of the WNEW staff handling the broadcasts. Newell-Emmett Co., New York, is the agency.

NBC Adding Four To Foreign Staff

Bate and Jordan Will Return For Rest and Consultation

ADDITION of four correspondents to NBC's foreign staff and the transfer of two others in a general realignment of the network's setup abroad, were announced Dec. 26 by A. A. Schechter, director of NBC's news and special events division.

At the same time it was announced that Fred Bate, head of the London bureau, and Max Jordan, chief of the Continental staff, will return home for rest and consultation with the home office as soon as transportation can be arranged. William C. Kirker, of NBC's Berlin office, will accompany them to New York for a vacation, following which he will be assigned to a new post abroad, the location still to be determined.

Mr. Bate was wounded during a German air raid on London Dec. 8 and was hospitalized, which necessitated cancellation of passage for himself and Mr. Jordan, which had been arranged for December.

Others Transferred

Charles Lanius, Rome correspondent of NBC since May, 1940, will be transferred to Berlin in charge of the office there. Theodore Knauth continues in Berlin as assistant. Mr. Lanius went abroad as a member of the Paris edition of the *Chicago Tribune* and for five years was a staff member of the *London Daily Express*. The Rome post will be filled by David Anderson, who has been the NBC broadcaster in Stockholm.

Miss Jo Denman, like Mr. Anderson a native Californian, is joining NBC as the new Stockholm correspondent. Another new member of the foreign staff is Grant Parr, American newspaperman, who will represent the network in Cairo. Richard Tennelly, who has lived in the Far East since 1937 and has been connected with the *Japan Advertiser*, is joining NBC as Tokio correspondent. In Shanghai, Edward H. Mackay, graduate of Massachusetts Institute of Technology and a writer of wide experience, takes over duties formerly handled by Joan Livingston, who is returning home.

Other NBC foreign representatives are: Paul Archinard, Vichy; Martin Agronsky, Ankara; Edmund Stevens, Athens; Helen Hiett, Madrid; Lovett Edwards, Belgrade; Ronald Gosling, Budapest; Sven Carstensen, Copenhagen; Philip R. MacKenzie, Lisbon; Frank Stevens, Bucharest; Herman Habicht, Moscow. Dennis Johnson, noted writer, handles NBC duties in Dublin.

Borden Cancels

DUE to a change in its national advertising policy, which provides for advertising coordination of all its dairy products, Borden Co., San Francisco (dairy products) on Jan. 1 cancelled all its radio in California, including three daily newscasts on KFRC, presented by John B. Hughes and Philip Stearns. Borden had been on KFRC for the last four years. The account, previously handled in California by McCann-Erickson, has been transferred to Young & Rubicam.

CBS Latin Hookup Covers 18 Nations

New Shortwave Stations To Send Programs, Paley Asserts

FORMATION of a Latin American CBS network, comprising 39 longwave and 25 shortwave stations located in 18 of the 20 American republics to the South of the United States, was announced Dec. 23 by William S. Paley, CBS president, following his return from a seven-week aerial tour of Latin America.

The new network of stations, which will receive programs from the CBS international stations in the United States and rebroadcast them for local consumption, will begin operations about Sept. 1, 1941, date when the new CBS 50 kw. shortwave transmitters are expected to be in operation.

May Add Others

Haiti and Honduras are the only countries not included in the network, Mr. Paley said, adding that negotiations are under way to take them in soon. Contracts between CBS and the Latin American outlets are similar to those the network has with its affiliates in the United States, he declared, making them exclusive CBS stations which will carry both sustaining and commercial programs. He refused to commit himself regarding the imminence of a commercial schedule, stating that he had not yet discussed the question with American advertisers.

Contracts are generally for a five-year period, he stated, running from Sept. 1, 1941, to the same date in 1945, but several are for shorter terms, such as that with OAX4A, Radio Nacional in Lima, Peru, a government station for which the government officials did not wish to make contracts for longer than their terms of office.

Explaining that his survey-tour had definitely demonstrated that most South Americans, like most United States citizens, listen to their local stations much more than they do to shortwave broadcasts from outside and that the local rebroadcasts would tremendously increase the audience for programs from here, Mr. Paley said his trip also showed the need for programs built in America that are specifically aimed at familiarizing the Latin American peoples with our culture.

More than that, he continued, the good neighbor policy can only be completely realized if we in the United States also become better acquainted with Latin American cultures. Therefore, in addition to arranging a Latin American network of outlets for American programs, he also made arrangements for programs originating in Latin American countries to be broadcast by CBS in this country.

New Transmitters

These programs from Latin America, in addition to being heard in the United States, will also be shortwaved back to the Latin American network, so that the southern republics will become better acquainted with each other. Programs from the southern countries which do not have shortwave transmitters powerful enough to insure good transmission to the United States will be brought up by the commercial communications companies, he stated.

The CBS shortwave stations, WCBX and WCRC, whose 50 kw. transmitters are now under construction at Brentwood, Long Island, will have eight directional antennas with a capacity of 15 different combinations of transmission service from each of the stations. With nine frequencies available and with the antennas instantaneously switchable from one transmitter to the other, CBS engineers believe they will produce as clear and strong signals as any shortwave stations in the world.

At each member station of the Latin American CBS network there will be located specially designed receiving equipment to enable them to pick up and rebroadcast the CBS programs. A member of the CBS engineering staff, not yet selected, will leave shortly after the first of the year for a tour of the southern network, Mr. Paley said, to act in an advisory capacity to the Latin American broadcasters in getting the new service set up.

In the beginning, CBS will send about 20 hours a week of programs in Spanish and Portugese to its Latin American affiliates, Mr. Paley stated. The make-up of the program schedule has not yet been completely worked out, he said, but it is definite that news will play a major part. Like listeners at home, South Americans are hungry for news, he said, and the news broadcasts have wide audiences. Dramatic programs have a wide popularity with Latin Americans, he reported, and the daytime serial dramatic type of program is becoming increasingly popular there just as it is in the United States.

Favorably Received

These program likes and dislikes will be carefully considered in building programs for Latin American consumption, he stated, and an independent program staff, entirely separate from the regular CBS program department, is being organized to devote itself exclusively to the production of the Latin American programs. Edmund Chester, recently appointed director of shortwave broadcasts for CBS, who was a member of Mr. Paley's survey party to Latin America, will have full charge of these broadcasts as well as of the station relations and other operating angles of the new network.

Mr. Paley said that he had discussed his plan with officials of the United States Government before beginning his South American trip and that they had received it with enthusiasm. In the Latin American countries visited the plan was received with the same enthusiasm, he stated, by both government and radio officials. In some countries, the governments changed existing rules regarding broadcasting so the plan could be adopted, he reported. In Chile, for example, a limitation

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HEMISPHERIC solidarity, radio version, is depicted in this scene made during the recent visit of NBC Vice-President John F. Royal to Mexico City for the inauguration of Mexico's new President Camacho. Grouped (l to r) are Othon Velez, program director of XEW and XEWW, Mexico City; Mr. Royal; Dr. A. Ortiz Tirado, prominent Mexican orthopedic surgeon, and Elimio Azcarraga, prominent Mexican broadcaster and owner of XEW and XEWW. Dr. Tirado for many years toured the United States singing popular Mexican songs to raise money to build the modern clinic shown in the background. Mr. Royal gave him his start on NBC years ago, and on his recent trip visited his radio-inspired clinic.

Entente Cordiale

OUT of the hospital and back on the job after failing to "duck a bomb," Fred Bate, London correspondent of NBC, was greeted by fellow radio reporters as he returned Dec. 27 to radio headquarters "somewhere in London." In fact, Ed Murrow, CBS European chief, welcomed Fred back in an unusual way—introducing him to the CBS audience on his morning broadcast of that day

Hickok Appointed Francisco's Aide

Young Gets Leave of Absence For Latin American Work

GUY HICKOK, program director of NBC's international broadcast stations, on Dec. 18 announced his resignation to become assistant to Don Francisco, radio head of the Nelson Rockefeller organization for coordination of commercial and cultural relations between the American republics. Mr. Hickok's successor at NBC has not been announced.

Simultaneously, Secretary of Commerce Jesse H. Jones announced granting of an indefinite leave of absence to James W. Young, director of the Bureau of Foreign & Domestic Commerce, to serve as chairman of the Communications Division of the Rockefeller organization. Mr. Young is in direct charge of press, motion pictures and radio, with Mr. Francisco, former president of Lord & Thomas, in charge of radio. Karl Bickel, former president of the United Press, is in charge of press operations, and Jock Whitney, of New York, in charge of motion picture operations.

Inspection Tour

Secretary Jones announced appointment of Carroll L. Wilson, assistant director of the Bureau of Foreign & Domestic Commerce, as acting director. He was formerly associated with Scudder, Stevens & Clark, New York investment counsel, and was named special assistant to the Secretary of Commerce on July 1, 1939. On Sept. 6, he was named assistant director of the Bureau by President Roosevelt.

Mr. Francisco now is on a three-month inspection tour of South America, essentially in connection with coordination of radio program interchange as part of the hemisphere solidarity program. During his absence, Mr. Hickok will work directly under Mr. Young on radio aspects of the Rockefeller Committee's work. New York offices of the organization are at 11 West 54th St.

MBS-Latin Exchange

CHRISTMAS in the Argentine and New Year's Eve in New York were the first programs broadcast in an exchange series by MBS with South American stations. The Christmas program, featuring a native choir and orchestra, originated at LR1, Radio El Mundo, Buenos Aires, and was broadcast in the United States by the MBS network. Mutual's return broadcast, including the revelry in Times Square at midnight and the music of Guy Lombardo's orchestra, was shortwaved to South America and broadcast over LR1 and nine other Argentine stations and stations in other South American countries. Exchange was arranged by A. Fontecha Morales, commercial manager of LR1; Fred Weber, general manager of MBS, and Melchor Guzman, New York representative for the Argentine station.

BARBASOL Co., Indianapolis (shaving cream), will start one-minute transcribed announcements on about 20 stations shortly after the first of the year. Erwin-Wasey, New York, is the agency.

Armed With BMI, Industry 'Sits Tight'

Government Suits Will Be Filed Shortly

(*Continued from page 9*)

networks or to their affiliated stations.

That pandemonium reigned in Tin Pan Alley also was clear as the contract deadline approached. Motion picture companies with ASCAP contracts were exerting pressure to prevent dropping of ASCAP music on the air, apparently mindful of the dire consequences suffered by Warner Bros. when its catalogs were withdrawn from the air three years ago. John G. Paine, ASCAP general manager, as late as Dec. 29 threw out hints that ASCAP was willing and ready to negotiate and that only a few hours would be required to prevent "chaos".

The explosive action of the Government in announcing its plan to proceed criminally came after the ASCAP board split on the signing of a consent decree [BROADCASTING, Dec. 15]. A bitter fight between ASCAP's veteran attorneys, Louis D. Frohlich and Herman Finkelstein, and its new attorneys, Lieut. Gov. Charles Poletti of New York, and Milton Diamond, resulted in the deadlock on the consent decree, though a substantial number of ASCAP's board members wanted to settle the controversy in that fashion, it is reported.

Assistant Attorney General Thurman Arnold, in charge of anti-trust litigation, obviously decided on the all-front attack for what might be described as "public relations" reasons. Since BMI is fashioned on the ASCAP formula, it was concluded that action could not be taken against ASCAP without including the industry-created music operation. Moreover, the airing of the whole issue in the public prints through gigantic propaganda splashes by ASCAP is said to have made it desirable from the Government standpoint to attack both operations rather than ASCAP alone.

Strategic Move

The most unusual aspect of the Department's action was its announcement by "press release" that criminal litigation would be instituted. Usually, such actions do not become public until the suits actually are filed. In some quarters it was suspected that this "strategy" was designed to force a settlement out of court.

There is still possibility of a consent decree for ASCAP, for BMI and for the other industry respondents. Anytime during the course of the litigation the parties can agree to eliminate the objectionable practices and thereby stop proceedings.

Why the Department should allege against BMI and the networks the same overt acts charged against ASCAP, was difficult for industry observers to comprehend. BMI, it was pointed out, was formed only for the purpose of introducing competition in the music field and of breaking ASCAP's monopoly. The decision to create BMI was reached only after all efforts to procure from ASCAP something other than a blanket license formula, on a percentage basis, had failed. Moreover, ASCAP has been under constant attack as an illegal monopoly in the Federal and State courts and in Congress for more than a decade, while BMI as a newly-created enterprise has no record of wrongdoing.

The Government is confident of a victory against ASCAP particularly in the light of the decision Dec. 24 of the Federal District Court in Tacoma, Wash., holding ASCAP to be a price-fixing monopoly in violation of the Sherman Act [see page 14]. If such a judgment were reached, it would destroy ASCAP as at present constituted and force a "pay-as-you-use" method of compensation, as well as clearance at the source. ASCAP then might become a clearing house for music licensing, but not an "exclusive club" with a self-perpetuating board and with one-third of its total income going to management.

A Sudden Change

The proposed consent decree, which ASCAP's board refused to sign after the clash between its attorneys, would have permanently enjoined the present method of blanket licensing, under which ASCAP during 1940 collects approximately $5,000,000 and in 1941 stood to collect $9,000,000 from the broadcasting industry. Instead, a per-program method of compensation, following the form of the newspaper-station contract, appeared the most likely method. Under it, network programs would be cleared at the source with stations paying a percentage of their income derived only from programs using ASCAP music.

So confident was the Department that ASCAP would sign the consent decree, that Assistant Attorney General Arnold planned to appear personally in the Federal Court for the Southern District of New York Dec. 24 to seek promulgation of the decree, terminating the six-year old anti-trust suit in that jurisdiction against ASCAP. On Dec. 23, however, the break came at a meeting of the ASCAP board, and Mr. Arnold was advised that the whole thing was off.

Immediately following this, Attorney General Jackson authorized the announcement on filing in Milwaukee of criminal suits, in lieu of civil suits. Three days later the announcement was made. Originally, it is understood, the Department had not planned to make the formal announcement, but when word permeated the industry that such a step might be taken, presumably it was decided to issue the unprecedented "press release".

Industry Meeting

On the day following the Departments' press release, hurried meetings were held in Washington by industry representatives and attorneys to decide on strategy. Present at a morning session at the Mayflower Hotel were such industry figures as NAB President Neville Miller; David Sarnoff, NBC chairman and RCA president; Niles Trammell, NBC president; Edward F. McGrady, RCA vice-president in charge of labor relations and at present serving as labor advisor to Secretary of War Stimson; Frank M. Russell, NBC Washington vice-president; CBS President William S. Paley; Edward Klauber, CBS executive vice-president; Harry C. Butcher, CBS Washington vice-president; Theodore C. Streibert, WOR vice-president and MBS vice-president; Louis G. Caldwell, MBS-WGN counsel. Present for independent radio stations, was John Elmer, president of WCBM, Baltimore. Representing BMI were President Miller and Executive Vice-President Sydney M. Kaye. In addition, attorneys for NBC, CBS and BMI were present.

Following the morning session,

Platters to Tars

CAMPBELL ARNOUX, general manager of WTAR, Norfolk, Va., has found the solution to two big problems: What to do with old razor blades and recordings of ASCAP music. The answer—"Give 'em to the Navy!" Arnoux has presented the station's complete library of ASCAP recordings, nearly 4,000 discs, to Rear Admiral Joseph K. Taussig, commander of the Fifth Naval District. The recordings will be distributed to ships, hostess houses, officers clubs and Navy "Y" 's.

Library of 250,000 Musical Numbers Is Available to Subscribers of BMI

ASSURING its station members an adequate supply of music after the first of the year, BMI has announced that its license gives its subscribers their choice of more than 250,000 compositions, including all types of music. In the popular field, BMI has itself published 300 new songs and contracted for 150 more. In addition to its production schedule of 14 songs a week, BMI's affiliates, M. M. Cole Publishing Co. and Edw. B. Marks Music Corp., will add about 45 new popular tunes monthly.

Much of the popular and light music of the last quarter-century is also available for broadcasting, despite withdrawal of the ASCAP catalogs. Songs by Victor Herbert, George Gershwin, Rodgers and Hart, Joe Howard, Gus Edwards, Ethelbert Nevin, Franz Lehar, Carrie Jacobs Bond and others of that class are among those which can be played, even though other numbers by these composers may be barred.

Familiar Songs

In the familiar song field, "Auld Lang Syne", "America", "Star Spangled Banner", "Londonderry Air", "Wearing of the Green", "Blue Danube Waltz", "Loch Lomond", "Hail, Hail, the Gang's All Here", "She'll Be Comin' Round the Mountain", "Good Night, Ladies", and "Little Brown Jug" are only a small part of the list, but enough to indicate that all the familiar music does not carry the ASCAP label.

In the Latin-American field, BMI's rights include more than 95% of all copyrighted music and about 90% of all records, with more than 65,000 rhumbas, congas and tangos. Modern serious music lies chiefly outside the ASCAP dominion, not only because major orchestral works are treated as "grand rights" in which ASCAP does not deal, but also because most serious composers have no connection with ASCAP.

The Marks catalog brought to BMI several thousand phonograph records by name bands of popular tunes of the last 25 years. The Cole and United catalogs gave BMI one of the largest collections of hillbilly, cowboy and folk music in the country. Of the world's great music, some 80% is in the public domain and the withdrawal of the ASCAP lists will have no noticeable effect on the symphonic and operatic broadcasts.

Religious Selections

The new BMI hymnal contains nearly 500 standard church hymns, including the best-loved religious music of the Catholic, Jewish and Protestant faiths, and all denominations. BMI also licenses to radio stations the E. C. Schirmer collection of sacred choral and solo music, as well as the famous Concord Hymnal. Furthermore, ASCAP has announced that "any religious, educational or Federal entity, broadcasting non-sponsored, non-commercial programs over stations which have contributed the free use of their time for that purpose will, upon application to our Society, receive an absolutely free license granting the use of all of the music of all of our members on such programs."

For the smaller stations which rely chiefly on recorded music, BMI states there is available some 4,000 phonograph records and about 9,000 numbers on transcriptions. The 500 BMI bonus transcriptions, given in addition to the discs stations received through their regular library services, have given many small stations more dollar value than the cost of their licenses.

ASCAP Bluff Called; Radio Holds the Aces . . . *An Editorial*

BECAUSE a money-grubbing ASCAP thought it could bring more radio dollars out of chaos in music, the charmed existence of Tin Pan Alley's "exclusive club" seems to be headed for the ashcan, via the anti-trust route. That now appears evident, whatever the outcome of the all-front legal attack launched by Trust-Buster Thurman Arnold.

It appeared that ASCAP had terminated its series of colossal blunders, motivated by sheer bluff, when its attorneys in effect initialed a consent decree by which its illegal functioning of the last quarter-century would have been terminated. Instead of "consenting", its board of directors, in another of its celebrated emotional outbursts, threw months of negotiations overboard and decided to try again to bluff it out with radio.

ASCAP's bluff has been called for keeps this time. The fact that the Department of Justice, for reasons best known to itself, decided to announce criminal actions by press release against broadcating industry elements as well as against ASCAP probably will not seriously alter the result. When the smoke of legal battle clears, we venture that ASCAP will not be in a position to salvage as much as if it had acceded to a consent decree. ASCAP's utter destruction is not unlikely, whereas it might have survived as a formidable competitor in the new music order.

We think the Department went overboard in seeking to tar BMI with the ASCAP brush. BMI was formed not to create a music monopoly for radio, but to introduce competition in music. But Mr. Arnold apparently did not understand that. BMI is a babe in the copyright woods, with no past sins for which to account. ASCAP, according to the Government's own legal pleadings, has had an iniquitous, monopolistic past, and must be chastised. How then can the Department level against the broadcasting industry charges of monopoly in music?

As this is written, ASCAP music is slated to sign off the networks and most stations at midnight Dec. 31. Radio will rely upon BMI and other non-ASCAP catalogs. For the last month, practically all sustaining programs and most commercials have been devoid of ASCAP music. There hasn't been a single significant voice raised in protest. The public, we insist, isn't interested in ASCAP music or anybody else's brand name just so the music is good and well-performed. ASCAP has no monopoly today on *good* music, and never has.

For this reason we can't understand how Mr. Arnold and his Departmental colleagues concluded that the current situation is a private war at the expense of the public. The only howls have been from paid propagandists of ASCAP. And if ASCAP's "press" has been better than radio's, it is only because it has spent dollars derived mainly from radio to propagandize and publicize and promote.

Any day now ASCAP may try another sensational move to pull the fat out of the fire. It may be a move for an armistice. It may be the sudden filing of infringement suits against networks and stations mounting to the millions at the statutory minimum of $250 per infringement, innocent or otherwise. There is no law against filing such suits, however flimsy.

The industry wisely has decided to sit tight. Nobody likes a criminal lawsuit, and the concern of certain groups in the industry is understandable. But it's our guess that ASCAP and its members, collectively and individually, are suffering the tortures of the damned. Based on the Warner Bros. experience of just three years ago, when its boxoffice receipts took a giddy plunge as soon as Warner music was dropped from the networks, it won't take long for ASCAP's movie members to push for peace at any price.

Almost anything can happen during the next few weeks. The Department will file its suits against ASCAP, and possibly the industry groups, by Jan. 6 or thereabouts. But in the interim ASCAP music won't be performed. And aside from the funny noises prompted from ASCAP's camp, there won't be any complaint from the public about the sudden depreciation in the quality of music predicted by ASCAP henchmen.

As a New Year's prediction, we venture that there will be a BMI henceforth, possibly with a changed organization base. And if there is an ASCAP some months hence, it will function as a clearing house; and radio as well as other public performers will pay as they use ASCAP-cleared music—not a tax on their entire income. There may be chaos ahead for ASCAP and even for radio, but the public won't be adversely affected.

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arrangements were made for a conference with Assistant Attorney General Arnold and that afternoon the attorneys representing the industry held a protracted session with Mr. Arnold, Special Assistant Attorney General Waters and Hugh Cox, Mr. Arnolds chief assistant. While no word was forthcoming, it is unofficially understood Mr. Arnold advised the broadcasters that the nature of the BMI organization was such that it tended toward violation of the law in the same fashion as that of ASCAP.

It was after this session that the industry group decided the best course to follow was to "sit tight" and await events. Because BMI, under its by-laws, can be reorganized to fit any contingency that might develop as a result of an ASCAP consent decree, or as the outgrowth of final adjudication of the criminal case against ASCAP, it was felt that its continued operation is assured, with no dire consequences for the industry.

Would Include Others

NAB was not included in the original announcement by the Department on institution of criminal proceedings. It was clearly indicated, however, that the trade association as such would be included in the information as filed in Milwaukee. There was some talk also of including other industry elements, such as the entire NAB board of directors and MBS, as well as several regional networks. Apparently the Department had decided against encumbering its bills of complaint to that extent.

Attorneys who sat in with the industry group, and who aferward conferred with Assistant Attorney General Arnold, included Bruce Bromley and Albert R. Connelley, of the New York firm of Cravath, deGersdorff, Swaine & Wood, NBC counsel; A. L. Ashby, NBC vice-president and general counsel; R. P. Meyers, NBC attorney; former Judge John J. Burns, CBS counsel; Joseph Ream, general counsel of CBS; Godfrey Goldmark, special CBS counsel; William G. Mulligan, recently retained NAB copyright counsel; and Mr. Kaye for BMI.

It was clearly indicated that in the criminal information filed against ASCAP, its officers—including Gene Buck, president, E. Claude Mills, chairman of its Administrative Committee, and John G. Paine, general manager—would be cited, along with the entire board of 12 publishers and 12 composers. This bill of complaint was expected to be much stronger than that filed against BMI and the other radio defendants.

To be cited in the industry bill, it was expected, would be the officers and directors of BMI; possibly three principal officers of NBC, and a similar number of CBS officers. NAB presumably would be named a defendant as an association, with no individuals involved. Because President Miller of NAB also is president of BMI, he would be affected as would Mr. Klauber, as a director of CBS. Mr. Streibert, as a BMI director, presumably would draw MBS into the litigation.

No Risk for Stations

While NAB, BMI and network headquarters were besieged with inquiries from stations after announcement of the planned litigation, every effort was made to allay any fears regarding actions against them. It was pointed out that there is no risk involved for stations in signing with BMI.

Much talk about possible "triple damage suits" growing out of convictions for violation of the anti-trust laws also permeated the industry. In the case of ASCAP, such suits, assuming a final judgment against it, would be possible under particular circumstances. In the case of BMI, a wholly-owned industry project, there appears to be little prospect of such action by stations even should there be a final adjudication against it, which is deemed most unlikely.

Assistant Attorney General Arnold clearly admitted in the Dec. 26 press release that the reason for the criminal action was the complete failure of the consent decree negotiations with ASCAP. He said the Department had decided to obtain voluntary agreement to form the basis of a "working peace" which would eliminate the illegal activities and allow composers to continue their function of protecting their members from piracy. A few days ago, he said, those efforts

NEAR completion is the new Westinghouse-equipped 50-000-watt transmitter plant of WPTF, Raleigh, N. C., described as one of the most modern in the South. Two 370-foot Blaw Knox towers are being installed. WPTF was authorized July 17, 1940 to increase power to 50 kw. and plans to begin operation with this power by the end of the current month.

appeared to be on the verge of success. Since their rupture, he said, the Department had no choice but to proceed with "a criminal prosecution to protect the interests of the public in orderly competition in the distribution of music."

ASCAP, through its president, Gene Buck, in effect welcomed the action, particularly that against the industry groups. All of ASCAP's propaganda, which has increased in volume and momentum week by week, has been directed against what it has characterized as the "radio monopoly". Presumably the Department yielded to ASCAP's complaint that the broadcasting industry proposed to "boycott" ASCAP and that by virtue of its possession of the exploitation medium, could effectively monopolize the music field.

It was this aspect of the Department's action that caused serious concern and resentment in broadcasting circles. BMI, it was insisted, was formed only after all efforts to procure from ASCAP a basis for discussion had failed. Moreover, BMI repeatedly has expressed its willingness to alter it functional organization to conform with whatever conclusion might be reached regarding legal reorganization of ASCAP. The industry effort, it was pointed out, has been to introduce competition in music and not to create an industry monopoly.

Offers to Arbitrate

LUCIUS R. EASTMAN, chairman of the board of the American Arbitration Assn., on Dec. 17 sent identical telegrams to BMI and ASCAP, offering the AAA's services "for the arbitration of any controversies that may rise under any consent decree or contract establishing trade practices." In his letter of reply, NAB President Neville Miller pointed out that there is no controversy between BMI and ASCAP unless "normal business competition" can be so described. Any controversy, he said, is between ASCAP and NAB, which has made arrangements to buy its music elsewhere as a result. He assured the AAA that if any need for their services arises, the broadcasters will be glad to accept the association's offer. John Paine, general manager of ASCAP, replied verbally that ASCAP would accept the arbitration offer if BMI did.

Marks Catalog Deal

NBC, CBS and a number of their larger affiliate stations are underwriting BMI's obligations to Edw. B. Marks Music Corp., guaranteeing payment to the publishing house for the full term of its five-year contract with BMI. It was explained that this action, which was entirely voluntary on the part of networks and stations, involves no expenditure on their part inasmuch as BMI is buying the performance rights itself, but was taken to safeguard the Marks company in signing a contract extending beyond the time of BMI's contracts with its member stations, which run from year to year and are renewable annually.

BMI announces it will publish the entire score and clear performing rights of *Crazy With the Heat*, new musical opening Jan. 14 in New York.

WLW Signs With BMI

WHEN WLW, Cincinnati, signed acontract Dec. 30 with Broadcast Music Inc., it brought the total membership in BMI on that date up to 635 stations. WLW was the last of the 50-kilowatters to sign. Announcement of the action was made by James D. Shouse, vice-president of Crosley Corp. in charge of broadcasting. WSAI, second Crosley outlet in Cincinati, signed with BMI several weeks ago.

Pierce's New Discs

PIERCE'S MEDICINES Inc., Buffalo (Golden Medical Discovery), starts Jan. 6 using 6 to 10 weekly transcriptions on the Iowa Network and WOKO WGR WHAM WFBL WCAU WHP WGBI WBAL WTAR WDBJ WRVA WJR CKLW WOOD WJJD WIND WLS WDZ WISN WKBN WCAE WWVA WMNN WLW WCSH WSM WSB KWK KFRU WHB KWTO WIBW. H. W. Kastor & Sons, Chicago, is agency.

Talburt in Washington Daily News

"And We Thought Music Had the Power to Sooth."

ASCAP Loses One Publisher Member; Movies Pay Relative Pittance in Fees

ROBBINS MUSIC, Miller Music, Leo Feist and the Sam Fox group, including Sam Fox Publishing Co., Hollywood Songs and Movietone Music, have renewed their contracts with ASCAP for another ten years, according to Gene Buck, ASCAP president, who stated that with the re-signing of these firms ASCAP has obtained renewals from all but one of its 141 publisher-members.

The exception, of course, is Edw. B. Marks Music Corp., which recently transferred its performance rights to BMI [BROADCASTING, Dec. 15]. All four companies are affiliated with motion picture firms, the former three with Metro-Goldwyn-Mayer and the last with 20th Century-Fox. During the summer negotiations had progressed nearly to the closing point for BMI's acquisition of the M-G-M group's musical rights, but legal difficulties prevented completion of the deal.

New York Signatories

An immediate consequence of the renewed M-G-M affiliation with ASCAP was the acceptance of ASCAP licenses by WHN, New York, and by WNEW, also of that city, with a third New York independent station, WMCA, likewise expected to take out an ASCAP license before the end of the year.

WHN's ownership affiliation with M-G-M made this station's deal with ASCAP no surprise, while the competitive angle was held responsible for WNEW's action in following suit. As a station whose success is based largely on programs of phonograph records, to which WNEW devotes a major portion of its schedule, WNEW was also concerned about the supply of recorded music which would be available without an ASCAP license.

Another New York station, WQXR, whose programs consist almost entirely of phonograph records, is a BMI member and is not signing with ASCAP, BROADCASTING was told Dec. 27. Since its schedule is primarily one of classical music, most of which is in the public domain, WQXR has less of a problem than other phonograph record stations, its main problem being the avoidance of recordings using ASCAP arrangements of classical selections. WINS, Hearst-owned station in New York, reports that it will also be "100% BMI" as of Jan. 1, and that this condition will also apply to the New York Broadcasting System, state-wide network for which WINS is the key station.

WNYC, New York's municipally-owned non-commercial station, has announced that both BMI and ASCAP have made it possible for the station to broadcast all of their music.

Miller Comments

Commenting on the action of WHN, Neville Miller, NAB president, stated:

"This move, expected by all radio stations, for the first time brings into the open the close connection between ASCAP and the movie industry. Station WHN is controlled by Metro-Goldwyn-Mayer, part of the movie industry which indirectly controls ASCAP. Last year 13 music corporations affiliated with the movie industry got 65% of the $2,500,000 that ASCAP collected largely from broadcasting and paid to ASCAP's 136 publisher members.

"The movie industry has an annual income of more than $1,100,000,000. But ASCAP, which is partially controlled by movie corporations, charges the movies an annual fee of only $1,000,000 for all the ASCAP music the movies want to use.

"The radio industry has an annual gross income of only $120,000,000. But last year ASCAP taxed the radio industry $4,500,000 for the right to use ASCAP's music on the air. Thus, for the use of ASCAP music the radio stations paid 41 times as much as the movie industry per dollar of income. And the 13 music corporations affiliated with the movie industry actually received from ASCAP $625,000 more last year than the total fees which ASCAP charged the entire motion picture industry for use of all ASCAP music during the entire year."

The following list of stations which have signed BMI contracts since the last issue of BROADCASTING raises the total of BMI members to 526, with more than 100 additional stations pledged to membership. New members are:

BMI Acquisitions

WMFJ, Daytona Beach, Fla.; WBAX, Wilkes-Barre, Pa.; KLCN, Blytheville, Ark.; WMBO, Auburn, N. Y.; WIBA, Madison, Wis.; WLBZ, Bangor, Me.; WEMP, Milwaukee; WKIP, Poughkeepsie, N. Y.; WLEU, Erie, Pa.; WADC, Akron; WKAT, Miami Beach; KSCJ, Sioux City, Ia.; WILL, Urbana, Ill.; WSVA, Harrisonburg, Va.; KGKY, Scottsbluff, Neb.; KOME, Tulsa; KRMC, Jamestown, N. D. WBML, Macon, Ga.; KRLD, Dallas; WCHV, Charlottesville, Va.; WTMC, Ocala, Fla.; WJRD, Tuscaloosa, Ala.; WHP, Harrisburg, Pa.; KFPW, Fort Smith, Ark.; KWIL, Albany, Ore.; KGNF, North Platte, Neb.; WJAS, KQV, Pittsburgh; WHJB, Greensburg, Pa.; WJAX, Jacksonville, Fla.; KGBX, Springfield, Mo.; WMBS, Uniontown, Pa.; WKAQ, San Juan, P. R.; WRDO, Augusta, Me.; WIBM, Jackson, Mich.; WDEF, Chattanooga; WRAL, Raleigh, N. C.; WJBY, Gadsden, Ala. KELD, El Dorado, Ark.; WHBB, Selma, Ala.; WMFR, High Point, N. C.; WAPO, Chattanooga; KOAM, Pittsburg, Kan.; WTAL, Tallahassee, Fla.; KOCA, Kilgore, Texas; WLBC, Muncie, Ind.; WSUN, St. Petersburg, Fla.; WDLP, Panama City, Fla.; WDWS, Champaign, Ill.; WLAV, Grand Rapids, Mich.; WJHL, Johnson City, Tenn.; WTSP, St. Petersburg, Fla.; WBIR, Knoxville, Tenn.; KLO, Ogden, Utah. WLAK, Lakeland, Fla.; WCOA, Pensacola, Fla.; KRLH, Midland, Tex.; WEBR, Buffalo; WHEB, Portsmouth, N. H.; KGFF, Shawnee, Okla.; WRUF, Gainesville, Fla.; KMO, Tacoma, Wash.; WDAK, West Point, Ga.; KXRO, Aberdeen, Wash.; WSLB, Ogdensburg, N. Y.; WOLF, Syracuse; WCLS, Joliet, Ill.; WSOY, Decatur, Ill.; WDBO, Orlando, Fla.

WALA, Mobile; KOTN, Pine Bluff, Ark.; WMOB, Mobile; KVOE, Santa Ana, Cal.; WTJS, Jackson, Tenn.; WGKV, Charleston, W. Va.; KOBH, Rapid City, S. D.; KARM, Fresno; KTHS, Hot Springs, Ark.; WCBI, Columbus, Miss.; WMBC, Detroit; WCAX, Burlington, Vt.; WAJR, Morgantown, W. Va.; WARM, Scranton, Pa.; KMMJ, Grand Island, Neb.

KGLU, Safford, Ariz.; WMRO, Aurora, Ill.; WLBJ, Bowling Green, Ky.; WMRC, Greenville, S. C.; KVFD, Fort Dodge, Ia.; WHBU, Anderson, Ind.; WQBC, Vicksburg, Miss.; WFHR, Wisconsin Rapids, Wis.; WOLS, Florence, S. C.; WFBG, Altoona, Pa.; WJJD, Chicago; WDMJ, Marquette, Mich.; WBAB, Atlantic City; KADA, Ada, Okla.

Yankee Starts Operation OF FM Atop Mountain

W1XER, Yankee Network's new 1,000-watt FM station atop Mount Washington, N. H., started regular daily operation on Dec. 19. The experimental transmitter, located 6,300 feet above sea level, surmounts the highest peak in Northeastern United States and is claimed to be the loftiest transmitter in America. W1XER currently is rebroadcasting programs of W1XOJ, Yankee FM station at Paxton, Mass., 140 miles away.

Construction of the station started in August, and was accomplished under trying conditions. Apart from the transmitter itself, the installation necessitated special construction of the transmitter building to withstand wind velocities up to 150 miles-per-hour, along with huge tanks for storing diesel oil, water and gasoline for the self-powered broadcasting unit. All mechanical units are in duplicate to insure uninterrupted service.

N. Y. Tax Opposed

BECAUSE of the industry-wide implications of the proposal of the City of New York to tax radio and communications equipment as real estate, NAB President Neville Miller has named a committee to inquire into the far-reaching proposal. The committee consists of John V. L. Hogan, WQXR; Emanuel Dannett, WOR; Henry Ladner, NBC; Joseph Ream, CBS; Harry C. Wilder, WSYR. New York.

A NEAT filing cabinet for music is a help to WOW, Omaha. A cross-indexing system aids Helen Whitney, music librarian, and she can find any piece at a second's notice. Here she stands by the file with Harry Burke, WOW program chief.

NAB in N. Y.

NAB has opened a suite of offices in the RCA Bldg., New York, as field headquarters for the NAB-ASCAP battle. Neville Miller, NAB president, will spend most of his time in New York "during the emergency," and Earl Newsom, independent counsel in public relations, has been retained. Staff includes A. K. Mills, acting as liaison with the Newsom headquarters; John Murphy, press secretary to Mr. Miller; Joseph Milward, writer, and two research workers, Barbara Hunt, formerly with *Architectural Forum*, and Barbara Brandt. NAB phone in New York is Circle 5-5965.

Pro-ASCAP Articles Answered by Rosenbaum

IN FACE of several pro-ASCAP stories and articles appearing during the month in the *Philadelphia Record*, including an editorial in the Dec. 17 issue which summed up arguments that it will be "hard to sell the public the idea that the big chains should not pay their share for use of the music without which broadcasts would lose much of their audience," the newspaper opened its news columns Dec. 20 to permit Samuel R. Rosenbaum, president of WFIL and chairman of IRNA, as a representative member of the industry, to present the side of the broadcaster in the controversy.

Under his own by-line, Mr. Rosenbaum reviewed the incidents that led to the present impasse, explaining that "As part of the lump-sum business-tax, all-or-none, take-it-or-leave-it, arbitrary license-fee policy of ASCAP, all licenses granted by ASCAP to radio stations will expire Dec. 31, 1940."

He also hit at the Society's "self-perpetuating inside group" with the result that "newcomer composers are always given a mere pittance and the old, established insiders get the lion's share."

"The business of broadcasting," he said, "has attained its maturity and has decided that the only remedy for the powerful monopoly of ASCAP is to encourage the creation of new compositions by composers who have not yet assigned their works to ASCAP. That has proved to be less difficult than it looked, because it now develops that ASCAP began to suffer from the same abuse of power within itself that every monopoly breeds."

ASCAP SPIES ALERT

Listening Posts Set Up to Catch Infringers

ASCAP's private "Gestapo", whose task it is to pile up records of infringements of ASCAP numbers after midnight Dec. 31, has been primed for service. Planning to rely most heavily upon the amassing of such infringements at $250 per performance over each station, ASCAP has disclosed that it is setting up automatic recorders or "listening posts" throughout the country. It has held "skull lessons" with its field representatives to gear them for the music espionage.

E. Claude Mills, chairman of the ASCAP executive committee, has announced that 39 "listening posts" have been established to record programs 16 hours per day. Any ASCAP music or ASCAP-controlled arrangements presumably will draw a prompt infringement suit in the particular jurisdiction.

Obviously mistakes will be made, but the law provides a $250 statutory minimum, whether the infringement is "innocent", a job of planting or otherwise perpetrated. It is this provision of the law that has given ASCAP what has amounted to its life and death power of public performance of music in the pre-BMI era.

FOUR PHILADELPHIA STATIONS TO ASCAP

SOLIDARITY of the radio stations in the Philadelphia area in support of BMI was broken Dec. 23 when four non-network stations signed five-year contracts with ASCAP. Stations were WDAS and WTEL; WCAM, Camden; WIBG, Glenside. Only WDAS operates on a full-time basis.

Hilleary Brown, representative of ASCAP in Eastern Pennsylvania, has indicated that "other" stations are at the signing stage, and some in the territory even signed, but at the request of the stations could make no disclosures. All negotiations were veiled in secrecy, and although the first four stations confirmed the signing, no official announcement will be made. News leaked out when the stations advised local advertising agencies that ASCAP music would be played after the first of the year.

One of the reasons for signing with ASCAP is the added cost to clear BMI and public domain music, it was stated on behalf of the stations. For part-time stations it was said the cost of adding an employe to take care of music clearances would exceed the cost of a license from ASCAP. Moreover, the stations indicated they could not get along without ASCAP music, especially for the recorded shows.

ASSOCIATED Music Publishers, which has been identified chiefly with serious music, has added six popular tunes to its catalog, one of which, "I Remember—Why Don't You?" was introduced by Abe Lyman on an NBC remote broadcast from the Hotel New Yorker. Others are: "Skylark Waltz," "I'm Allergic to Love," "There Are Shadows on the Moon Tonight," "Just Believe in Me" and "The Biggest Little Word Is 'Yes'" AMP has three more "pop' tunes in preparation for early release.

Mediation Reports Lack Foundation, Miller Declares

Charges ASCAP With Unfair Propaganda Campaigns

"REPORTS that mediation conferences were being opened between the broadcasting industry and ASCAP are entirely without foundation," Neville Miller, NAB president, declared Dec. 23 in a statement charging ASCAP with attempting to persuade the public that radio is about to boycott most of America's popular music but making absolutely no attempt to meet the broadcasters' objections to the proffered ASCAP license.

"ASCAP has been very busy," the statement goes on, "issuing statements to the press, writing petitions to the FCC and organizing groups of its own member writers who claim to represent the music lovers of the nation, all in an attempt to make the public believe that the broadcasters are going to deprive the radio audience of good music and are refusing to negotiate with ASCAP."

Men of Prejudice

Mr. Miller's reference is obviously to the committee of ten New York music educators, all ASCAP members, who have circularized a list of college presidents, heads of college music departments, organists, public school music superintendents and music patrons such as season-ticket subscribers to opera and symphony organizations.

Recipients were asked to sign and return to the committee cards addressed to the FCC and urging the Commission to "prevail upon both parties [broadcasters and ASCAP] to effect an agreement ending the present stalemate so that no important standard music shall be barred from the air."

A batch of 5,000 postcards from the musicians and teachers of music was filed with the FCC Dec. 30 by the Musicians Committee, seeking FCC intervention in the ASCAP-broadcaster controversy. The postcards were accompanied by a letter to Chairman Fly from Douglas Moore, chairman of the Music Dept. of Columbia University, asking the FCC to get ASCAP and the broadcasters together immediately for purposes of negotiation. Because the FCC is in recess until Jan. 7, no immediate action was indicated. Previously, the FCC had notified complainants that it has no direct jurisdiction in such matters.

The 5,000 "petitions", in the nature of pre-printed postcards, were said to be signed by musicians and teachers of music in 40 states, including 226 colleges. ASCAP has been associated with this move.

Reviewing the history of ASCAP-NAB relations since February, 1939, when the broadcasters made their first effort to discuss with ASCAP terms for renewal of the existing contract, Mr. Miller stated that after rebuffing all attempts at negotiation, ASCAP, "who apparently hoped by one delay after another to force broadcasters into a frantic and one-sided deal at the last minute," suddenly in March, 1940, announced the terms of their new contract, which doubled radio's annual payment of fees to ASCAP and which also "contained features to which broadcasters have always objected strongly on the ground that they were inimical to the public interest.

"This proposed contract demanded that radio's annual payment of fees to ASCAP be doubled —from $4,500,000 to $9,000,000. In addition, it contained features to which broadcasters have always objected strongly on the ground that they were inimical to the public interest.

"These objections have been explained repeatedly to ASCAP, with suggestions that they be removed and that a new proposal be submitted for negotiation. Ignoring completely these suggestions, ASCAP merely redoubled its publicity efforts in an attempt to confuse the issue, appeal for public sympathy and create an impression that radio stations were about to 'boycott' some of America's popular tunes.

"On Dec. 5, the 26 members of the board of directors of the NAB gathered in New York from all parts of the country for their final meeting of the year. There was still no word from ASCAP—although as recently as Nov. 23 ASCAP had been informed that any concrete proposal from them embodying the principle of 'per program' payment would be laid promptly before our board of directors for consideration and negotiation.

Plenty of Music

"Time was drawing so close to Dec. 31 that we felt we could not delay longer without running the risk of creating last minute confusion on radio programs. The plans were therefore made definite in the assumption that, in spite of their public protestations to the contrary, ASCAP's management really intended to withdraw ASCAP's music from radio use. While it was therefore definitely assumed that no ASCAP music would be available for use on the air after Jan. 1, it was made clear that there was no cause whatever for public concern, since a completely adequate supply of music of all kinds, not controlled by

(*Continued on page 61*)

UNDER lock and key for the duration go all ASCAP records and transcriptions at WDRC, Hartford, Conn., as Program Manager Walter B. Haase snaps the padlock on the music racks at the station. To be sure none of the ASCAP pieces got on the air since WDRC's ban on all ASCAP music on local commercial and sustaining programs went into effect Dec. 1, boards were fastened over the racks of ASCAP tunes, supplemented by heavy chains and padlocks. WDRC was an early BMI subscriber.

"THIS YEAR, I WILL WIN YOU, M'DEAR!"

● What are your intentions, Sir, toward our fair Iowa? Are they *honorable* . . . or are you merely playing with her affections?

Seriously, the way to win Iowa is to *prove* your purpose. Vague promises of "a big merchandising drive" are of no avail—too many suitors are already using WHO! Our Merchants here know that there's one sure way to reach all of Iowa, and that this one *complete* medium—WHO—costs a lot less than any *combination* of media which can even hope to approximate the same coverage. Therefore, *if you're not using WHO* your distributors and retailers may suspect that (1) you're either trying to kid them about the sincerity of your efforts, or (2) your wooing of Iowa needs more "oomph". Neither alternative is calculated to inspire confidence.

WHO—alone—can enable you to win the Iowa market. If your New Year's Resolutions include such a project, let us give you the facts. Or just ask Free & Peters!

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC. National Representatives

Voorhis Bill Called Symptom Of Advertising Control Trend

Defense Program Is Utilized as Means of Imposing Regulation Impossible During Normal Times

UNOFFICIAL but well-informed quarters in Washington see the Voorhis bill—providing for a tax on the expenditure of all money for advertising over $100,000—as an outward manifestation of a subject that has been considered quietly in high places for some time.

It is pointed out that while attacks on advertising in some Administration quarters are not new, the present national defense program is being used as the springboard to plunge into the subject with renewed vigor.

Defense Measure

Assistant Attorney General Thurman Arnold, chief of the Justice Department anti-trust division, has often discussed what he calls uneconomic advertising and has charged in the tobacco cases that successful national advertising and promotion might constitute restraint of trade. A recent report to the Temporary National Economics Committee by Dr. Isador Lubin, Commissioner of Labor Statistics, touched on the "disparity" between the prices of advertised and non-advertised brands of drug items.

From another quarter it has been learned that at least one economist connected with the National Defense Advisory Commission is looking into the possibility of restricting advertising expenditures—particularly on so-called non-essential items—as a defense measure. This would be based on the theory that advertising increases consumer demand for goods and in doing this takes away from productive capacity necessary for defense orders. And while any thought of Government restriction of advertising, through taxes or otherwise, is scouted in Washington it is pointed out that Government controls which might be impossible under ordinary circumstances can be imposed during an emergency.

The bill itself does not seem destined for an early airing. The Ways & Means Committee did not hold hearings on the bill during the last session and it died automatically when the session ended. Rep. Voorhis (D-Cal.) told BROADCASTING he wasn't sure whether he would introduce the bill during the session beginning Jan. 3. He said he feels this way about the measure:

"If we are going to up taxes, I don't think it's fair to leave gaping holes in the law. I don't think it's fair to tax some persons and not others. This present bill is particularly rough, but it could be used as a working base and could, of course, be smoothed out."

Mysterious Mr. Bell

Asked if he had any expression of opinion on reaction to the measure, which has attracted wide attention in advertising circles, Rep. Voorhis said: "Yes, a lot of heat." In reply to a question as to the Treasury's position on the bill, Rep. Voorhis did not say directly whether the department was interested, answering, "Well, you know a bill introduced by request isn't taken very seriously."

The Congressman introduced the bill at the request of Robert C. Bell, a 28-year-old graduate of Harvard Law School. Rep. Voorhis said he didn't know whether Bell is employed in the Government.

Treasury officials took the position that they had no business commenting on the measure unless asked by Congress. It was said there had been no official Treasury statement on the Voorhis bill and there would be none until or unless Congress requests an opinion.

The Advertising Federation of America, over the signature of its general counsel, Charles E. Murphy, told its members that the bill "has the possibility of having a devastating effect on the plans of advertisers and of media alike, for any taxation of advertising strikes at the very activating force which produces sales and would obviously act as a sales deterrent."

NOT A ZOMBIE in white, but Herb Hollister, president of KANS, Wichita, and an ardent mountain-climber, in full dress rehearsal for his planned epoch-making broadcast from the summit of Pike's Peak on New Year's Eve. The five-minute broadcast was scheduled for NBC-Red through KOA, Denver, as part of the annual climb of the Ad Am An Club. That's a face-glove he wears for protection against sub-zero weather.

Congress Inquiry Considered Likely

Senator White Drafting Plan; May Delay Action by FCC

INTRODUCTION early in the new session of Congress of a far-reaching resolution to study the entire communications regulatory scene is expected in Washington, by virtue of almost unprecedented Congressional interest in radio.

Senator Wallace H. White Jr., recognized radio authority in the Upper House, is drafting an all-inclusive resolution for a "fact-finding study" and plans to confer with Chairman Wheeler (D-Mont.) of the Senate Interstate Commerce Committee on the desirability of its introduction as one of the first orders of business by that Committee. Such a legislative move, it is presumed, would automatically stay the FCC's plans for proposed far-reaching regulation of business aspects of broadcasting as a result of its provocative inquiry into network operations to discover monopolistic tendencies.

Extension of Time

Following oral arguments before the full Commission Dec. 2-3 [BROADCASTING, Dec. 15], the FCC had granted the respondents an extension from Dec. 16 to Dec. 24 for filing reply briefs, primarily on the question of the Commission's jurisdiction to invade business operations of networks and stations and write regulations governing them. At its last meeting of the year Dec. 17, the Commission authorized a further extension of time for all parties until Jan. 2.

This action, it is thought, paves the way for Senatorial consideration of a fact-finding resolution along the lines of that projected by Senator White prior to final Commission action on the Network Monopoly Report. Because of the intense interest in Congress in radio, fired considerably by the recent national elections in which radio played so vital a part, it is thought that once such a resolution is introduced, the investigation would be authorized speedily.

MORE BOOSTERS ARE GRANTED

Three Amplifier Stations to Be Used by Station In Worcester, Mass., Under FCC Grant

FURTHER advance in the coverage of suburban areas through use of low-power booster stations was recorded Dec. 17 when the FCC granted C. T. Sherer Co., Worcester, Mass., a construction permit for a fulltime 250-watt station on 1200 kc., along with three 100-watt amplifier stations in Worcester environs.

The third grant of its kind, it is the first providing for more than one booster station to supplement the main transmitter. At the same time the application of Worcester Broadcasting Inc. for similar facilities, with two booster stations, was designated for hearing.

A Few Miles Apart

The three amplifying stations, to be located near Auburn, Whitinsville and Marlboro, Mass., are all to be within a few miles of the main transmitter in Worcester, and are designed to provide coverage of areas which would not be covered by the main transmitter. The first grant of booster station facilities was made to the new WINX, Washington, which is now operating regularly, and the second to WWDC, another recently authorized Washington station, which is expected to be operating by spring.

It was pointed out to BROADCASTING by the FCC that the booster station idea involves several unique problems, chief among which is the necessity of finding a site for the receiving antenna near the area to be served, where interference-free signals may be received for retransmission. It is thought such amplifying stations will be suited only for use in cities with populations ranging from 100,000 to 750,000, depending on location and topography, since larger cities could not be adequately covered by low-power stations and in certain large areas of the country, like the Midwest, propagation characteristics of the broadcast signal result in a wide service area.

WHEELING HOOKUP IS EXTENDED TO 91

WHEELING STEEL Corp., Wheeling, W. Va., on Jan. 5 adds 40 MBS stations to its growing hookup of the *Musical Steelmakers* employe-family broadcast heard Sundays 5-5:30 p.m. With addition of new outlets the full network will number 91 stations, a new peak for the program which on Nov. 8, 1937, had its first broadcast on a single station, WWVA, Wheeling.

The program, conceived by Advertising Manager John Grimes, features talent selected entirely from the 10,000 employes of Wheeling Steel and members of their families. New stations are: WHTH WSPR WNBH WATR WSAR WLLH WBRK WCOU WNLC WSYR WHAI WLNH WIP WCBM KQV WKBW WHBF KFOR KOL KALE KMO KIT KFJI KVOS KRKO KORE KPQ KXRO KGY KOOS KWLK KRNR KELA KXYZ KABC WMSL WJBY WJRD WSFA WHBB. Critchfield & Co., Chicago, handles the account.

Quaker Oats Test

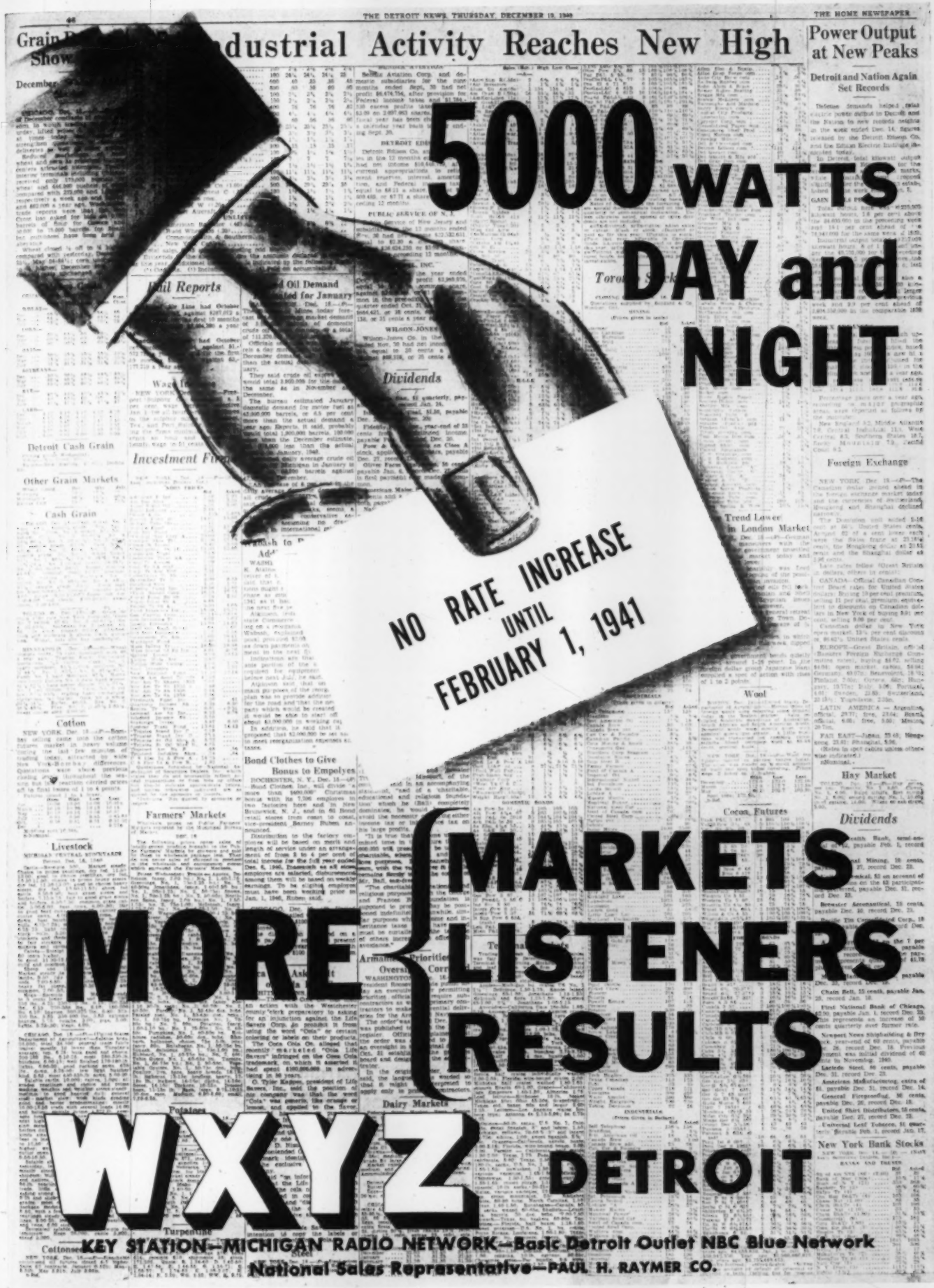
QUAKER OATS Co., Chicago (Aunt Jemima Pancake Flour), on Jan. 6 starts six weekly five-minute programs on WBBM, Chicago. Sherman K. Ellis & Co., Chicago, is agency.

New Bosco Spots

BOSCO Co., New York (milk ampilfier), started Dec. 17 on WABC, New York, participating sponsorship of the CBS *News of the World* on Tuesdays and Thursdays at 10:45-11 p.m. Sponsor has also purchased an early morning quarter-hour of recorded music on WCAU, Philadelphia, heard six times a week from 8:30-7:45 a.m. and renewed for the third consecutive year, effective Jan. 31, a daily quarter-hour newscast on WOR, Newark. Kenyon & Eckhardt, New York, is agency.

Kuhner Packing Test

KUHNER PACKING Co., Muncie, Ind. (Snow-Light Lard), new to radio, on Jan. 20 starts a two-months test on WOWO, Fort Wayne, using a half-hour Sunday afternoon program, participations in the station's home economics program and a serial. Handled by Louis E. Wade Inc., Fort Wayne agency, the test if successful will lead to the use of other stations in Indiana territory where the company has distribution.


THE DETROIT NEWS, THURSDAY, DECEMBER 19, 1940
THE HOME NEWSPAPER
Industrial Activity Reaches New High
Power Output at New Peaks
Detroit and Nation Again Set Records
5000 WATTS DAY and NIGHT
NO RATE INCREASE UNTIL FEBRUARY 1, 1941
MORE LISTENERS MARKETS RESULTS
WXYZ DETROIT
KEY STATION—MICHIGAN RADIO NETWORK—Basic Detroit Outlet NBC Blue Network
National Sales Representative—PAUL H. RAYMER CO.

New Grants Bring Year Total to 77

Four Locals Authorized as Year Draws to a Close

WITH four new local outlets in as many communities authorized for construction by the FCC, meeting Dec. 17, the total number of new station grants during 1940 reached an unprecedented 77. The new stations were authorized in Worcester, Mass.; Cairo, Ill.; Tuccoa, Ga.; Powell, Wyo.

The new Worcester station was granted to C. T. Sherer Co. Inc., authorized to use 250 watts on 1200 kc., with amplifier stations to be located at Auburn, Whitinsville and Marlborough, Mass. The company is 100% owned by the R. C. Taylor Trust, of which Frank F. Butler, is trustee. Mr. Butler is also president of C. T. Sherer Co.; W. Robert Ballard, store management counsel, vice-president; Raymond A. Volz, store management counsel, treasurer.

The Cairo station was granted to Oscar C. Hirsch, who also owns KFVS, Cape Girardeau, Mo. It will operate with 250 watts on 1500 kc.

The Tuccoa station was granted to R. G. LeTourneau, wealthy manufacturer of road-grading machinery with plants in Peoria and Tuccoa. Mr. LeTourneau also is 20% owner of WHEB, Portsmouth, N. H., and is founder of the LeTourneau Foundation devoted to non-sectarian religious pursuits. The new Tuccoa station will operate with 250 watts on 1420 kc.

The Powell, Wyo. station was granted to Albert Joseph Meyer, local resident who for the last 14 years has been employed as a postal clerk. It will operate with 250 watts on 1200 kc.

Hearings Ordered

At the same meeting the Commission ordered hearings on the applications of Butler Broadcasting Co., Hamilton, O., headed by David Rosenblum, local department store owner, for a new station there with 250 watts on 1420 kc. Old Colony Broadcasting Co., Brockton, Mass., headed by Mark McAdam, Brockton police department radio engineer, and C. A. Lovewell, for 500 watts daytime on 1160 kc.; Worcester Broadcasting Co., for 250 watts on 1200 kc., with 100-watt amplifiers at Marlborough and Whitinsville, Mass. The latter company has as equal stockholders Easton C. Wooley, NBC public relations man; Joseph Katz, head of the Joseph Katz Agency; C. Bennett Larson, of Young & Rubicam, New York.

Also ordered for hearing at a Dec. 18 meeting was the application of Thumb Broadcasting Co., Brown City, Mich., seeking 250 watts daytime on 600 kc. World Peace Foundation, Oakland, Cal., seeking a new developmental broadcasting station, was denied a petition for rehearing of its application which had been turned down last Nov. 20.

WESTERN UNION in Philadelphia used radio for the first time in a number of years, taking two daily spots during December on WPEN to advertise the sale of a $5 book of stamps for the payment of telegram tolls. The spot series, in nature of a territorial test, was placed direct.

RADIO turned to the Army and the Army turned to radio for mutual benefit when MBS started its new *This Is Fort Dix* broadcast, heard at 2 p.m. Sundays. Among those at the New Jersey Army post for the opening were (l to r) Julius F. Seebach Jr., vice-president of WOR; Ben Gross, *New York Daily News;* Arthur Miller, *Radio Guide;* Capt. W. G. Cook, public relations officer of the 44th Division; S. J. Paul, BROADCASTING; Dave Driscoll, WOR special features director; Tom Slater, program producer and announcer; Capt. Dorsey Owings, Army Information Service; Brig. Gen. Clifford R. Powell, commander of 44th Division and the post; Allan Finn, *Newsweek;* Jo Ranson, *Brooklyn Eagle;* Benn Hall, *Radio Daily;* Lieut. Richard Bard, assistant post publicity officer; Maj. Aage Woldike, post public relations officer.

Three of the above Army intelligence officers were connected with radio before entering the service, and they relaxed after the program by reading their favorite trade journal. They are (l to r) Lieut. Bard, formerly of WNEW, New York; Capt. Cook, formerly of WGR and WBEN, Buffalo; Capt. Owings of the Army Information Service.

Recruiting Tangle Brings Warnings

Army Declines to Uphold Act Of National Guard Officer

A WORD of caution for Army recruiting activities by radio stations was sounded Dec. 19 by the War Department and the NAB after an Eastern station had inadvertently become involved in a misleading recruiting representation. Although expressing gratitude for stations' successful cooperation in recruiting, the War Department indicated there was need for extreme care on the part of operators in order to escape the possibility of giving listeners wrong impressions about military service.

The precaution was sounded after an eastern station had reported to NAB headquarters in Washington that it had been caught in the center of a misunderstanding involving the National Guard organization of the State and the U. S. Army. Acting upon the request of an officer of a National Guard unit, the station had conducted a radio campaign to recruit personnel for a band proposed to be attached to that unit.

A Hitch Develops

At the conclusion of the campaign, when recruits were completing their plans to enter active service, it was discovered that the proposed musical unit could not be provided for in the budget of the National Guard organization. Also it was revealed that since the particular Guard unit had not been called up for active service, the band could not be supported as a unit of the Federal military establishment. Subsequently it developed there would be little likelihood of establishing the band, even when the Guard unit was called to active service.

In making its appeal for an interpretation or solution of the situation, the station explained that it found itself in the position of having relied on the official note of the National Guard officer's request for aid in the band campaign, inadvertently representing to its listeners an opportunity that did not exist in fact.

Expressing "sympathetic interest" in the problem through the NAB, the War Department noted that it was one between the station and the National Guard organization and did not involve the regular Army, since the unit was not in active service. The Department recommended that the station contact the regular Army recruiting office and request that it endeavor to fill demands for musicians in regular Army service from the volunteers gathered through the radio campaign.

BURIED IN TITLES

WNOX Announcer Gets Honors From Local Groups

ALL KINDS of things have happened on anniversaries and still more things have happened to anniversaries of man-on-the-street programs. But Lowell Blanchard of WNOX, Knoxville, thinks he has something different to talk about. Blanchard celebrated Dec. 19 the first anniversary of his broadcast, *Curbstone College*, sponsored by the JFG Coffee Co. Shortly after the broadcast began News Editor Tys Terwey took the "mike" with the assertion that Blanchard should have a rest.

Terwey then introduced Mayor Fred L. Allen, who officially named Blanchard as honorary Mayor of the city for the day. Next, Safety Director Lynn Bomar appointed Lowell a captain of the Police Department. Then to top things off, a certificate was presented by Superintendent of Schools Harry Clark, conferring upon the now dazed Blanchard the degree of "Doctor of Curbstone Spelling," in recognition of his work in advancing interest in education.

CALLED up for active duty Jan. 16 as a second lieutenant at Fort Sam Houston, Tex., Stanley Vainrib of the announcing-producing staff of WCSC, Charleston, S. C., has arranged to write a five-minute daily letter to the station's audience to be carried under the title *A Reserve Officer on Active Duty.*

NEWS SUBSCRIBERS REACH 726 TOTAL

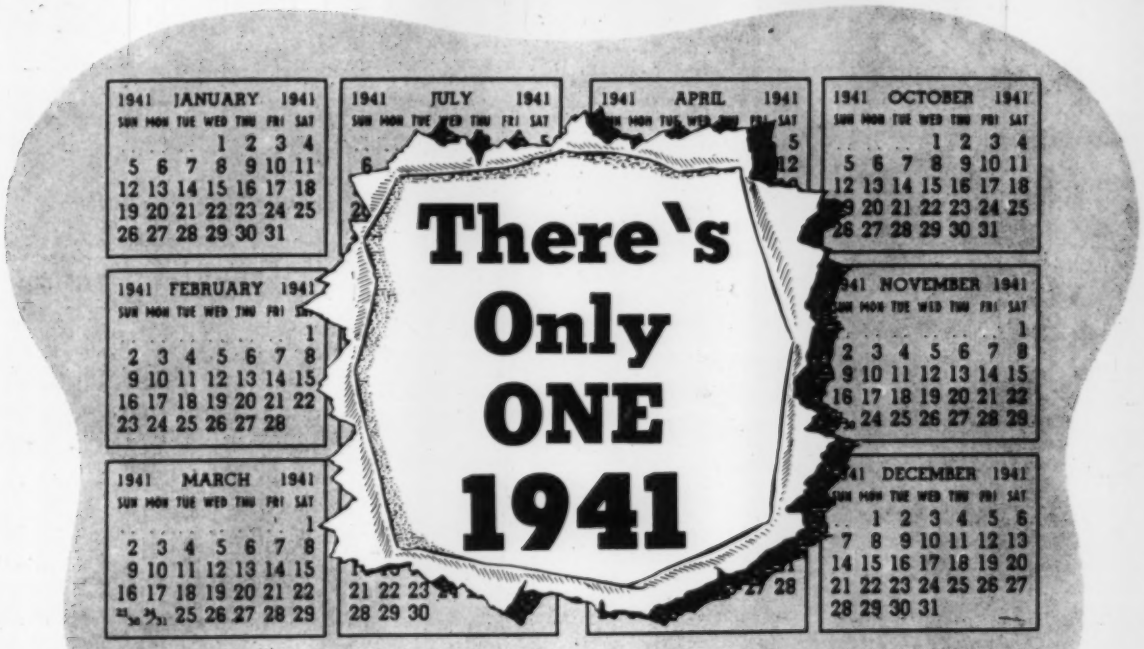
PRACTCIALLY every broadcasting station now on the air subscribes to one or the other of the news services, according to a compilation prepared for the 1941 BROADCASTING *Yearbook* Number, now in process of publication. In all, 726 stations subscribe to one or more services such as Associated Press, International News Service, Transradio Press and United Press. There are 882 stations operating or authorized for construction in the United States, 77 having been authorized during 1940—and many of these are not yet on the air.

The *Yearbook* compilation shows AP now serving 119 stations and having exchange of news agreements also with the major networks. INS has 156 station subscribers including one in Alaska and one in Mexico plus the Yankee-Colonial and Don Lee Networks. Transradio's station clients total 161; in addition 29 stations in Canada report they take TP. United Press serves 400 stations.

Stahlman Wants Station

FORMERLY a bitter opponent of radio, the onetime president of the American Newspaper Publishers Assn., James G. Stahlman, publisher of the *Nashville Banner,* is chairman of the board of Nashville Radio Corp., a newly formed company which has applied to the FCC for a new 1,000-watt station in that city on 1380 kc. President of the company is Silliman Evans, publisher of the *Nashville Tennessean.* Their newspapers, while separately operated, are published in a joint plant.

KELVIN TRAYNOR, 31, former announcer of CFCN, Calgary, Alta., is "missing and believed drowned" in the sinking of the Canadian freighter *Lisieux,* it was announced in December. He left Calgary a year ago to join the merchant marine at Vancouver, after being a radio announcer in Calgary for 10 years. He was born in Vancouver, is survived by his widow in Calgary.



And there's ONLY ONE radio station that blankets the Nation's 17th largest market

that's **WGBI**

DECEMBER · JANUARY · FEBRUARY · MARCH · APRIL · MAY · JUNE · JULY · AUGUST · SEPTEMBER · OCTOBER · NOVEMBER ·

TIE your 1941 advertising plans in the nation's 17th market to WGBI and you're in for a happy and prosperous New Year. That's matter of fact. For WGBI is the only regional or clear channel station serving the 652,000 persons in this prosperous Scranton—Wilkes-Barre Market. It's the only station heard throughout this market. Daniel Starch and Staff discovered that 98% of the daytime listeners and 96% of the nighttime listeners in the biggest county in this market tune (and stay tuned) to WGBI.

A CBS Affiliate
880 kc • 1000 WATTS DAY
500 WATTS NIGHT

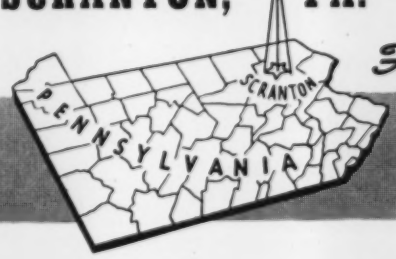
WGBI
SCRANTON, PA.

JOHN BLAIR & COMPANY
National Representatives

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

SCRANTON BROADCASTERS, Inc.

Frank Megargee, Pres.



Protests on 830 kc. Decision Portend Fight to Guard Clears

Group of I-A Stations Seeks Right to Intervene in WHDH Case in Effort to Argue Entire Issue

PORTENTS of a vigorous battle to thwart the plan of a majority of the FCC to break down clear channels through East-West Coast duplications were in evidence during the last fortnight with the filing of petitions with the Commission to block the breakdown of the 830 wave, on which KOA, Denver, is dominant station, through granting of fulltime to WHDH, Boston.

The first attack came with the filing of a petition by 14 Class I-A stations, occupying 13 channels, to intervene in the KOA-WHDH proceedings. Formerly known as the Clear Channel Group, these stations sought permission to file exceptions to the majority proposed opinion and to argue orally before the FCC the whole issue of clear-channel coverage. NBC, licensee of KOA, also filed an intervention petition, but asked that the WHDH application be dismissed.

Strong Dissent

In its proposed decision announced Dec. 6, the FCC majority advocated granting of the WHDH application for fulltime on 830 kc., with 5,000 watts. The channel is specified as a clear wave, unduplicated at night, in the FCC rules, and the majority proposed amendment of the existing rules to reduce the number of Class I-A channels from 26 to 25. Voting in favor of the proposed decision were Commissioners Walker, Thompson and Payne. A strong dissent was filed by Commissioners Craven and Case, with Chairman Fly not participating.

The proposed decision was seen as the forerunner of a long predicted effort by the FCC majority to break down virtually all clear channels through East-West Coast duplication and possible placement of a third station in between the coastal outlets [BROADCASTING, Dec. 15].

Stations participating in the clear channel group intervention petition are KFI, WSM, WLW, WGN, WSB, WJR, WBAP, WFAA, WHAS, WWL, WLS, WHO, WHAM, WOAI. Louis G. Caldwell, Washington attorney, filed as counsel for the group. The NBC petition was filed by Philip J. Hennessey Jr., counsel for KOA.

The clear-channel group supported the minority report of Commissioners Craven and Case. They supported the contention that the proposed grant should be denied because it is inconsistent with the rules allocating specific channels and unduplicated operation at night.

It was also held that the WHDH application, when originally filed in 1938, contained no request for amendment of the clear-channel rule, to reduce the number of such channels. At no time since, it was contended, has there been any request for such an amendment but, on the contrary, WHDH "regularly and consistently expressly negatived any intention to make such a request or to seek such amendment".

The proposed decision of Dec. 6 was the first action in the case which in any way sought to reintroduce the issue of amendment of the rules, according to the petition. The clear-channel stations said their petition to intervene is in the public interest because the issue involved is tremendously important to the maintenance and future improvement of broadcast service over large areas of the country, particularly in rural or sparsely settled regions.

Deemed Ineligible

NBC, in its petition for KOA, brought out that the station has operated as a clear-channel outlet since 1928. The WHDH application, it was argued, is ineligible under the Commission's rules governing clear channels. KOA explained that it sought to intervene in the proceedings in 1939, but that the petition was denied by order of Commissioner Payne and a petition for review of the Payne action was subsequently denied by the Commission. A motion to dismiss the WHDH application, filed later, also was denied.

Granting of the WHDH application as proposed by the FCC majority, NBC contended, would cause interference to KOA's signal; violate the FCC rules as well as the terms of the Havana Treaty reallocations; result in modification of the Commission's regulations without having afforded KOA an opportunity to be heard, contrary to the Communications Act; result in a degradation of service which would be prejudicial to the priority rights in the United States on this channel; constitute a change of policy and a new kind of use of frequencies; and be contrary to the standard of public interest.

Commissioner T. A. M. Craven, presiding at the Motions Docket Dec. 21, granted both the clear-channel group and NBC a postponement until Jan. 15 on action on their petitions after referring them to the FCC for action. The Commission, he explained, does not plan to meet again until Jan. 7.

M-K Disc Series

MANTHO-KREOAMO Co., Clinton, Ill. (M-K For Colds), on Dec. 18 started a schedule of five-weekly one-minute transcribed announcements on KXOK, St. Louis. On Nov. 18 firm started the same schedule on WLS, Chicago, and WHBF, Rock Island. Station list will be expanded in the near future. Albert Kircher Co., Chicago, placed the account.

DWARFIES Corp., Council Bluffs, Ia. (cereal), is placing a series of 25 daytime announcements through Buchanan-Thomas Adv. Co., Omaha.

Called to Duty

MAJOR JOHN HOLMAN

Maj. Holman to Report For Signal Corps Duty

MAJ. JOHN A. HOLMAN has been called from his position as general manager of KDKA, Pittsburgh, to report for active duty with the War Department. He will leave Pittsburgh Jan. 17, reporting to the Chief Signal Officer. No decision has yet been made as to his successor, according to Lee B. Wailes, manager of broadcasting for Westinghouse Radio Stations, Inc., Philadelphia.

Maj. Holman was attached to the public relations staff during the Army maneuvers last summer at Ogdensburg, N. Y. He arranged and supervised broadcasts originating in the maneuver area. In the World War he was on the Chief Signal Officer's staff as telephone plant engineer and since that time has kept an active interest in military affairs as a member of the Signal Corps Reserve.

KXOK Now Basic Blue; KWK Transfers to MBS, Bringing Network to 168

MAKING effective plans devised several months ago, two St. Louis outlets begin operation with new network affiliations as of Jan. 1. Coincident with its relinquishment of affiliation with NBC-Blue, KWK became a basic MBS outlet, while KXOK took over the basic Blue affiliation.

KXOK recently switched from 1250 to 630 kc., with 5,000 watts day and night. KWK, a pioneer St. Louis outlet, now operates on 1350 kc. and holds a construction permit for 5,000 watts fulltime. It is an applicant for 50,000 watts on 680 kc., however.

* * *

FIVE new stations in Louisiana, Tennessee and Alabama also join MBS on Jan. 1, raising the total of Mutual affiliates to 168. Stations are WNOE, New Orleans; WMOB, Mobile; WHBB, Selma, Ala.; WDEF, Chattanooga, and WBIR, Knoxville.

GEN. BAKING BUYS QUAKER NET TIME

GENERAL BAKING Co., Philadelphia, is the second national advertiser to contract for the Quaker Network, Pennsylvania regional directed by Roger W. Clipp, general manager of WFIL, Philadelphia, key station.

Through Ivey & Ellington, Philadelphia agency, the baking company, for Bond Bread, is sponsoring a musical variety *Breakfast Gang*, started Dec. 30, Monday through Friday, 9 a.m., for a quarter-hour. In addition several Southern stations in the company's sales area will be added to the Quaker Network to make it a total of 15 stations, most of which carried NBC's *Breakfast Club* until Dec. 28 when it returned to a sustaining basis because of the AFM ruling against network participating shows.

The contract, which calls for an expenditure of over $200,000 on the Quaker Network, was initialed and the program auditioned at the WFIL studios on Dec. 18 at a meeting of 38 General Baking district managers, agency officials and studio executives. Representing the baking company were Richard F. Meyer, general manager; A. Waldron Stone, advertising director; John Hagy, Pennsylvania division manager. In September, Fels-Naptha became the first national advertiser to utilize the facilities of the regional network, using eight stations of the group in eastern Pennsylvania for a daily *Golden Bars of Melody* program.

The *Breakfast Gang*, built by James Allan, WFIL program director, features Bert Parks as m.c.; vocals by the Dalton Boys, Frances Bishop, Dick Wharton and the Rhythmettes, and a 14-piece orchestra directed by Norman Black, WFIL musical director.

Tony Wheeler, WFIL staff announcer, will handle the show with local announcers on the network cutting in for the commercial announcements. Stations carrying the show include WFIL, Philadelphia; WEST, Easton; WSAN, Allentown; WEEU, Reading; WORK, York; WGAL, Lancaster; WSNJ, Bridgeton; WTNJ, Trenton; WDEL, Wilmington; WKBO, Harrisburg; WBAB, Atlantic City; WMAL, Washington; WTAR, Norfolk; WPID, Petersburg; WRNL, Richmond.

RKO Plans Film Tieup For 'Scattergood Baines'

IN ONE of the largest commercial tieups ever made, Wm. Wrigley Jr. Co., Chicago (Spearmint gum), sponsoring the five-weekly quarter-hour program *Scattergood Baines* on 76 CBS stations, has worked out a deal with Pyramid Pictures Corp., and RKO for exploitation of the motion picture by that title now being produced by the latter companies.

Under the arrangement Wrigley will spend $280,000 for 1,400,000 theatre tickets. These will be distributed to 700,000 gum dealers throughout the United States for admission to theatres when the picture is released. As further exploitation, starting Jan. 6 the picture will be plugged consistently for 20 days on the five-weekly program. The tie-in will be made with the daily script. Guy Kibbee is featured in the film version.

FROM THE MUTUAL DON LEE BROADCASTING SYSTEM...

Happy NEW Year!

DON LEE'S INCREASED FACILITIES MEAN NEW OPPORTUNITIES FOR ADVERTISERS...

NEW

STUDIOS

Don Lee's brand-new, $500,000, Hollywood studios include new equipment, increased facilities for program production and three auditoriums for audience participation.

NEW

COVERAGE

Don Lee adds two new stations to guarantee complete coverage.* More than nine out of every ten Pacific Coast radio homes are within 25 miles of a Don Lee station.

Latest figures show Pacific Coast population increased to nearly 10 million!

NEW

POWER

Power increases to 5000 watts full time on three Don Lee key outlets–Los Angeles, Portland, San Francisco–further insure Don Lee's dominance in these major markets.

NEW

BUSINESS

Don Lee chalked up a 78% increase in regional business over last year ... more than *twice* as *much* as *all other Pacific Coast networks combined*. Advertisers know Don Lee coverage pays–at the cash register.

MUTUAL **DON LEE** BROADCASTING SYSTEM

5515 MELROSE AVE., HOLLYWOOD, CALIF.
THOMAS S. LEE, *Pres.*
LEWIS ALLEN WEISS, *Vice-Pres. and Gen. Mgr.*
JOHN BLAIR & CO., NATIONAL REPRESENTATIVES

THE NATION'S GREATEST REGIONAL NETWORK

Poke at Petrillo By Rep. Hoffman

SPEAKING sharply of AFM President James Petrillo's recent move to prevent service bands from broadcasting, Rep. Hoffman (R-Mich.) on Dec. 19 carried the squabble to the floor of the House of Representatives. Commenting that "a man can still be conscripted without joining and paying an initiation fee," Rep. Hoffman observed in whimsical vein:

"Many people have assumed that Army bands could play when and where the Army desired. Some of our citizens are so naive as to have believed that broadcasting was under the jurisdiction of the FCC. Now we learn that the 'big boss' is, or at least so he thinks, Mr. Petrillo.

Tooter of Horn

"It might be well for the Government to adopt the language of Mr. Petrillo with reference to the activities of some of these gentlemen. He said: 'I can't let them run wild. There is no telling where this thing might end.' How would it be for the Army and the Navy to get together with the FCC and tell Mr. Petrillo to toot his own horn, as least insofar as the Army and Navy bands were concerned?

"Suppose, as in the olden days, the Army depended on bugle calls; that a war was on and that a charge or retreat was to be ordered, the orders transmitted through the bugle. Would the Army officer be able to give the order without first seeing Mr. Petrillo? And what a mess we would be in if Mr. Petrillo or his business agent did not happen to be on the field of battle. There the Army would be, all tied up, the commanding officer unable to tell it whether to go forward or backward until he had heard from Mr. Petrillo."

BAUKHAGE, NBC Washington commentator, is now columning for the Western Newspaper Union, a syndicate serving 4,000 country newspapers.

Dispute Over Service Music Settled; No Union Musicians Will Be Dropped

FOLLOWING conversations involving the national networks, the War Department and the American Federation of Musicians and its president, James C. Petrillo, the question of when and where military bands may play for broadcasts appears to be settled once and for all. Under the accord reached, with networks giving assurances no union musicians would lose work because of broadcasts by service bands, the AFM agreed to allow military bands and other service musical organizations to participate in broadcasts from training camps.

The Army Objects

The agreement climaxed a heated controversy arising after Petrillo had refused to allow the 104th Engineers Regiment band to appear Dec. 15 on the first of a WOR-MBS series originating from Fort Dix, N. J. Stymied by the Petrillo ban, producers of the new series eliminated the band's participation in the initial program from the training camp and substituted bugle calls and solo musical numbers by camp talent.

The following day, after quick protests from Army officials, Mr. Petrillo conferred with officials of CBS, NBC and MBS, which agreed not to drop any studio musicians as a result of service band appearances on the air. After the conference, Petrillo issued a statement that service bands would be permitted to broadcast, so far as AFM was concerned.

Gen. Samuel T. Ansell, AFM general counsel, also met with officials of the War Department in Washington to discuss settlement of the dispute. The War Department cited its policy governing appearances by service bands, set out in 1936, and indicated that this policy still maintained [see story on this page].

While the initial program of the *This Is Fort Dix* series, heard on MBS Sundays, 2-2:30 p.m., was being set up, a release for the band's appearance was requested of Mr. Petrillo by Capt. William Cook, former announcer of WBEN, Buffalo, and public relations officer of the 44th Division aiding Thomas Slater, WOR announcer producing the series. In an ensuing exchange of letters Petrillo praised the idea of the service camp broadcasts, but held that the use of Army musical talent would throw union musicians out of work, finally stating that he would not grant the release.

Camp officials at Fort Dix were openly resentful of the Petrillo ban. Maj. Gen. Clifford R. Powell, commanding general of the post, declared the controversy was "entirely a matter to be straightened out between the union and the broadcasters", but at the same time he stated, "We have 11 excellent bands at this post and scores of good musicians, and the folks at home are entitled to hear them. They are a part of our military organization."

After conclusion of the incident, it was pointed out by one observer that even if the ban had remained in effect, it would have made little difference in the musical content of the programs, since most martial music played by the service organizations is controlled by ASCAP and automatically would be off the networks Jan. 1.

* * *

Army Regulations

APPEARANCES by U. S. military bands are rigidly controlled in accordance with a statement of policy set out Oct. 14, 1936, by order of the Secretary of War. The War Department policy, effectively prohibiting service bands' participation "on purely civil occasions," remains today the same as in 1936, it was stated. Text of the policy, as enunciated in 1936, follows:

A. Bands or individual musicians may be furnished on the following occasions without a release, since no competition is involved:

(1) All military uses and occasions; that is, whenever and wherever a service band functions as part of the nation's military forces.

(2) All uses upon military and naval reservations, military and naval vessels, and other places or circumstances where a band is on duty with service forces.

(3) Official occasions attended by the superior officers of the Government and of the Army, Navy and Marine Corps in their official capacities and in the performance of official duties; but such occasions do not include social occasions and entertainments, such as dinners, luncheons, etc. given by civilian or civic associations with such officers as guests.

B. Bands or individual musicians will not be furnished on the following occasions, even though a release is submitted:

(1) For civic parades, ceremonies, expositions, regattas, contests, festivals, local baseball or football games, activities or celebrations, and the like.

(2) For the furtherance, directly or indirectly, or any public or private enterprise, functions by chambers of commerce, boards of trade and commercial clubs or associations.

(3) For any occasion that is partisan or sectarian in character or purpose.

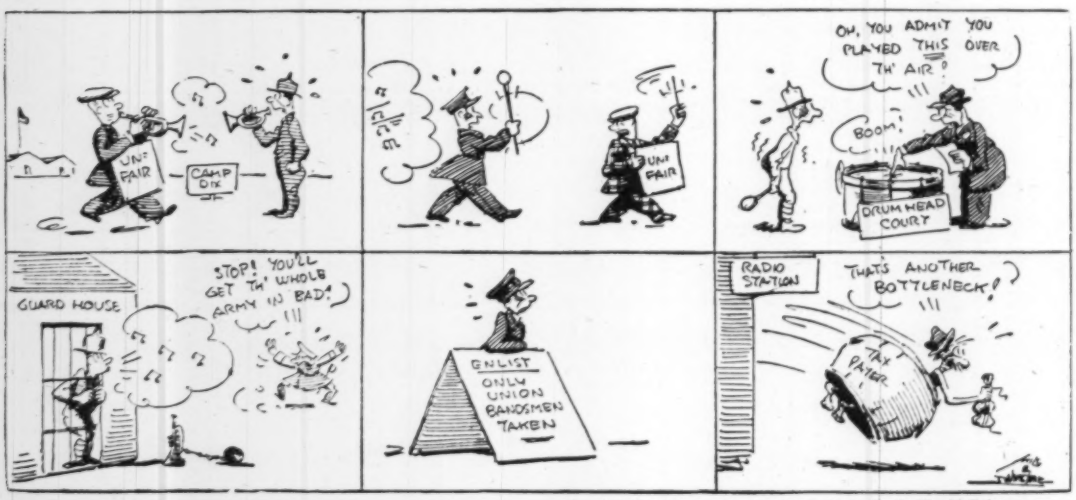
(4) For civilian clubs, societies, civic or fraternal organizations.

(5) For so-called charitable purposes of a local, sectarian, or partisan character or any so-called charity that is not of the national character.

(6) Any occasion where there will in fact be competition with civilian musicians.

C. Bands or individual musicians may be furnished, after a duly executed release has been secured from the American Federation of Musicians or its authorized local representative on occasion of a national, non-partisan, non-sectarian, patriotic character, or for musical programs at any United States hospital, for the entertainment of its inmates, or for charities and benefits, such as the Army Relief, or the American Red Cross. Under the same conditions, bands may be furnished, without remuneration, for public concerts of a community, and at community hospitals when the music, in both cases, is solely for entertainment and no admission fees are charged.

NO MUSIC IN THE AIR



Reprinted with permission from *New York World-Telegram*

NEWS ITEM: "James C. Petrillo, head of American Federation of Musicians, stipulates how Camp Dix band may broadcast so that his union musicians will not be out of jobs."

Kellogg Spots on 25

KELLOGG Co., Battle Creek (breakfast foods), has placed on 25 stations, starting Jan. 6, one-minute transcribed announcements for All Bran. Announcements, heard twice a day, five days a week, have also been placed for Pep on the same number of stations. Sponsor has also purchased two chain breaks a day on WOR, Newark, for All Bran. Kenyon & Eckhardt, New York, is agency.

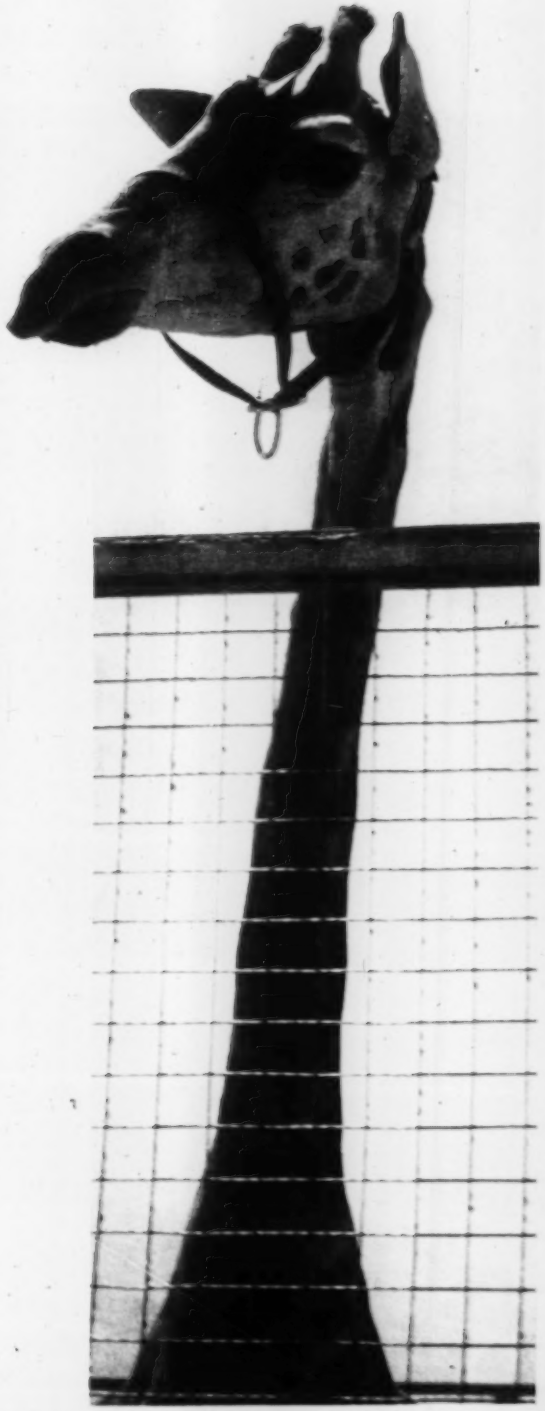
Ronson List

ART METAL WORKS, Newark (Ronson lighters), are using a series of both live and transcribed five-minute dramatic sketches and 30-50 word one-minute spot announcements on the following stations: WJZ WQXR KNX KPO WMAQ WNAC WJR WCKY CFCN CJOR CKY CHSJ CKCO CFRB CKCL CFCF CKAC CHRC. Agency is Cecil & Presbrey, New York.

Lorillard Buffalo Test

P. LORILLARD & Co., New York, has started sponsoring *Buffalo Speaks*, recorded interviews with local personalities, on WBEN, Buffalo, as a test for the new King Size Beechnut cigarettes. The program is handled by Jim Wells, who interviews Buffalo people in all walks of life, using portable transcription apparatus. Agency is Lennen & Mitchell, New York.

WRVA GIVES YOU THE EXTRA LONG REACH



WHICH BRINGS RESULTS IN BOTH RICHMOND AND NORFOLK, VIRGINIA! CBS AND MUTUAL. 50,000 WATTS DAY AND NIGHT.

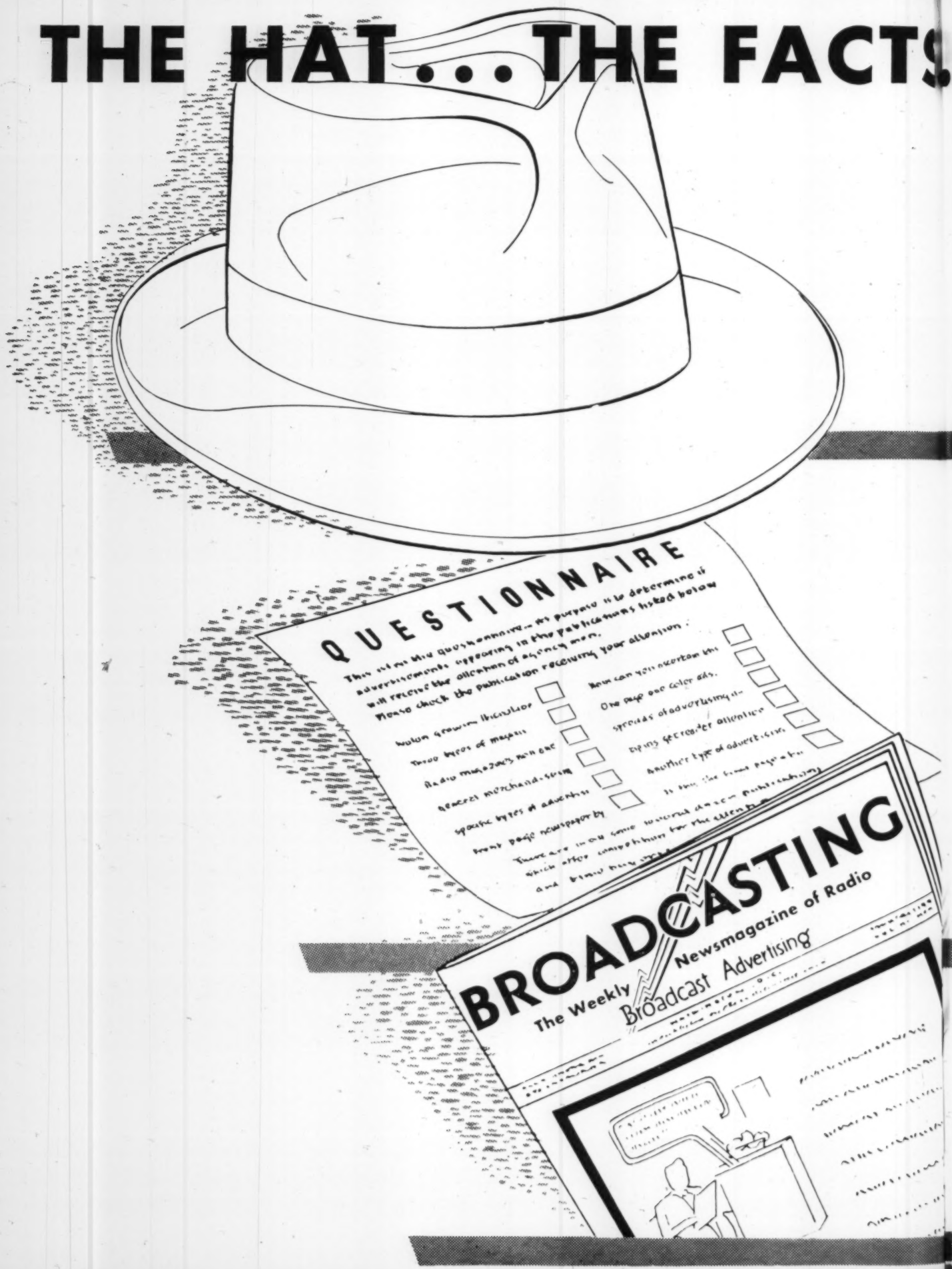
C. T. LUCY
General Manager

PAUL H. RAYMER CO., National Representative

WRVA 50,000 WATTS

RICHMOND "VIRGINIA'S PREMIER RADIO STATION" NORFOLK

THE HAT...THE FACTS



TS...AND THE WEEKLY

THE HAT: The manager and commercial manager of the Chicago station* were in a fact-finding mood when BROADCASTING's man arrived. Sure, they were interested in trade paper advertising. But they wouldn't concede that BROADCASTING or any other publication was "tops" for station advertising value until they found out for themselves. BROADCASTING's man offered to bet one Stetson that any survey to determine radio news reading preference among advertising agency executives would prove BROADCASTING the winner. The bet was accepted.

* Name and additional data on request.

THE FACTS: Questionnaire letters were mailed to 71 selected top-flight agency radio executives, asking in which of seven listed advertising trade publications "our advertisements would most likely be seen by you". Sixty replies were received. BROADCASTING's man won the hat . . . BROADCASTING WON THE SURVEY.

MORE FACTS: (1) *Transcription Company Survey.** 1000 national advertiser and agency executives were picked at random from McKittrick's. BROADCASTING got nearly as many votes as the second, third, fourth, fifth and sixth choices combined. (2) *Station Representative Survey.** BROADCASTING was the dominant first among three leading advertising trade publications carrying this firm's campaign. (3) *West Coast Station Survey.** BROADCASTING was voted the No. 1 MUST MEDIUM for radio station advertising by agency executives the country over. Twelve magazines were included.

* Names and additional data on request.

THE WEEKLY: When BROADCASTING goes Weekly January 13 its value soars even higher as the No. 1 medium for radio station advertising. The Weekly is tailor-made for advertiser and agency readership. Expanded news, increased staff, new agency and advertiser features, new index page, more success stories . . . all these guarantee BROADCASTING peak preference among the men who buy time. For you that means . . . buy BROADCASTING in 1941.

The 1941 Business Outlook: Survey of Key Centers

PHILADELPHIA

WITH almost one-seventh of the defense work of the nation concentrated in the Philadelphia area, radio looks forward to the biggest year in its history in 1941. That prediction comes on the heels of the biggest year in the history of Philadelphia radio.

According to all available estimates, radio billings for the six fulltime and four part-time stations in the Philadelphia area, including WIBG, Glenside, Pa., and WCAM, Camden, were approximately $3,000,000 for the 1940 year, approximately 25% of the total figure represents local advertisers.

Foresee 10% Gain

For the new year an increase of about 10% is expected, with local advertisers accounting for the heaviest share.

The fact that the National Advisory Defense Commission has awarded 1½ billion dollars in defense contracts, more than the geographical share, has pointed up employment and has brought about a new peak for building construction. Radio will thus enjoy an audience of industrial workers who must be at work before 8 a.m. An expansion of listening audience in the later evening hours is expected because many plants in the area are working on 16 and 24-hour shifts.

Defense orders in this territory are not expected to tie up factories to the exclusion of consumer goods. For the most part, defense orders are in the ship-building trades.

While there are no indications as yet of any new type of advertiser turning to radio for the first time because of the 1941 "boom", the biggest increase in radio budgets is expected from concerns selling commodities on the deferred-payment plan. Small loan companies have already increased their radio schedules, pointing out that when a person can look forward to a regular pay-check, the inclination is greater to borrow money in advance for long-deferred purchases of both essentials and luxuries. Moreover, the risk on the loan or purchase is minimized.

That the mail-order department of the local Sears-Roebuck plant is swamped with orders from the Eastern Seaboard is an indication, according to many agency executives, that the national defense effort has started a spending spree that may break records. The same optimism was manifested during the Christmas shopping period.

Amusement Business

To an appreciable degree, local amusement enterprises are expected to show up prominently in 1941 radio billings for the first time. Since radio remotes from amusement places are practically lacking, hotel rooms and night clubs have been spotty users of radio. Roller skating rinks use radio to the exclusion of newspapers. With money "freer", amusement interests will find a more compatible listening audience and already several stations have indicated that time-for-movie-swaps are contrary to station policy.

That radio advertisers must literally "stand in line" at the local stations is not merely "wishful thinking". The swing to radio gained its momentum in 1940 and will reach an unprecedented peak in 1941, in the unanimous opinion of both radio and agency forecasters. Greatest interest is centered on the coming summer. The belief that there must be a seasonal lull was blastd in 1940, when Philadelphia radio experienced its best summer in history.

SAN FRANCISCO

By J. CLARENCE MYERS

STATION managers in the Golden Gate city, who just one year ago predicted 1940 would be a record-breaker in business, saw that forecast come true, in most cases far beyond their fondest expectations. From every indication 1941 will be phenomenal.

"Commercial hours of operation were 23% ahead of 1939."

"Our station had the biggest 12 months in its 15-year history."

"We were 39½% over '39".

"Our agency placed 50% more radio time than we did in 1939."

"We bought six times as much radio in 1940 as we did in the preceding 12 months."

Those were but a few of more than a score of optimistic reports received from station managers, sales managers, station representatives, agency timebuyers and advertisers in the San Francisco area.

Not a Pessimist

There wasn't a pessimistic note among all of this group.

All agreed that the large national defense appropriations for the San Francisco Bay area—some $500,000,000—will reflect favorably on the business charts of the radio stations in added advertising appropriations. But that was not the sole reason for their optimism.

Rather it was based on success of a long campaign to prove radio the appropriate medium to move goods from shelves of department stores and other local merchants.

San Francisco has been notoriously slow in recognizing the potentialities of radio and it has taken a strenuous educational campaign, led by the four network stations, to break down that resistance. Only recently has it began to bear fruit. The final quarter of 1940 showed more department stores and specialty shops using radio than in the history of the medium here. A number of these stores, now completely sold on radio, have increased their radio budgets considerably for 1941.

The closer collaboration of press and radio in cooperative promotion likewise has added to the rosier outlook.

As an example of the increase of local commercial production, Lincoln Dellar, general manager of KSFO, CBS affiliate, stated that his station in 1940 showed a 350% increase in commercial sale of local live talent over 1939.

"KSFO's local and regional business for 1940 showed an approximate 12% increase over the preceding year," Mr. Dellar stated. "And this was despite the heaviest network commercial schedule in our station's history. From present indications 1941 should show a better than 20% increase over 1940. To date every account but one now on our station has renewed its contract for the new year. We concentrated our efforts in building radio programs that were adaptable to local merchants and consequently cashed in heavily. We will continue this policy in 1941."

Still Behind

Al Nelson, who pilots KPO and KGO, the NBC Red and Blue outlets, maintains that the West is still far behind the rest of the nation in recognizing radio as an advertising medium. He stated that showmanship and the education of the local advertiser are beginning to reap rewards for the broadcasters here. He proved that point only recently when he staged a big broadcast production before 600 business leaders and signed a number of them on contracts afterwards, some of them entirely new to radio.

"The combined revenue increase for KPO and KGO in 1940 was 39½% over 1939 and was the biggest year in the history of these stations," Mr. Nelson stated. He added: "From present commitments our stations will show an increase over '40 of approximately 35½%.

"We expect our new million dollar NBC building, scheduled to be completed in September, will make all San Francisco more radio conscious than ever before. This will have its effect on advertisers which will help not only KPO and KGO, but every San Francisco station."

WITH RADIO'S deadline set as Jan. 1 on the use of ASCAP music, NBC is girding itself by cataloging many of the 250,000 available non-ASCAP compositions. Perusing a BMI arrangement of Franz Lehar's "Merry Widow Waltz", are (l to r) Harry Engel, Pacific Coast manager of Broadcast Music Inc., Martha Tilton, NBC Hollywood vocalist, and Alec Petry, in charge of the network's music rights department in that city.

Consistently Upward

Ward Ingrim, Northern California sales manager for the Don Lee-Mutual network, and William Pabst, KFRC general manager, agreed that the new year will be a record-smasher for KFRC. "There has been a consistent upward trend for the past three months," Mr. Ingrim reported. "We look for this trend to mushroom in 1941, giving KFRC its best year. This station showed a 23% increase last year over 1939 in commercial time sold and an increase of 30% in revenue. Commercial originations for KFRC were way up over '39 and we anticipate an ever greater increase in the coming months.

"A number of the network's most important regional accounts, including Standard Oil Co., Langendorf Baking Co., Rancho Soups, Roma Wine Co., Roos Bros., are originating from San Francisco. The retail stores are enjoying a healthy situation and all advertising media will get the benefits."

Of the independents Philip G. Lasky, KROW; Ralph Brunton, KJBS; C. L. McCarthy, KQW, were highly optimistic for the coming season. Of the same mind were Harold H. Meyer, KYA, and S. H. Patterson, KSAN.

Mr. Lasky, whose station is in Oakland, across the bay from San Francisco, reported KROW had the biggest year in its 15-year history and that it is looking for an even greater increase during the next 52 weeks. Like some of the San Francisco managers, he has been engaged in a concentrated educational campaign among the local merchants to acquaint them with the possibilities of radio.

KQW, 50 miles to the south of San Francisco at San Jose, successfully went after accounts that had not used its medium, with the result it showed an approximate 15% increase in 1940 over the preceding 12 months. C. L. McCarthy, general manager, stated:

"Caterpillar Tractor Co. signed with KQW and is using radio in this region for the first time in eight years. Increased football and basketball schedules sponsored by Tidewater Associated Oil Co. and such new accounts as Los Angeles Soap, Par Soap, Folger's Coffee and Schillings Products, considerably increased the take for the year."

Timebuyers Busy

Marigold Cassin, radio director of Irwin, Wasey & Co.'s San Francisco office, stated she had contracted for six times as much radio during 1940 as in 1939. All contracts called for programs.

Frank Newton, radio timebuyer at Gerth-Knollin agency, said his firm placed at least 50% more ra-

dio last year than in 1939 and that many more accounts are contemplating use of the medium in 1941.

The cash volume of business placed by Beaumont & Hohman in San Francisco radio was greater in 1940 than in any previous year. The agency anticipates an even better year in 1941, according to Richard Holman, radio director.

Similar reports came from McCann-Erickson, one of the largest buyers of radio time; Lord & Thomas, Brisacher, Davis & Staff, Allied Advertising Agencies, Botsford, Constantine & Gardner, Sidney Garfinkel, Long Advertising Service, J. Walter Thompson and others.

The general business trend in the San Francisco area is indicated in the Federal Reserve Bank of San Francisco report which showed that department stores had a sales gain in November of 12%, the best of the year. Apparel stores showed a 14% increase in dollar amount compared with November, 1939.

Comedy Now Dominates Maxwell House Series

WITH Dick Powell having withdrawn as m. c. and featured vocalist, General Foods Corp., New York (Maxwell House coffee), has revamped its weekly half-hour *Maxwell House Coffee Time* heard on NBC-Red. There will be less vocal music and more stress on comedy. Inability to agree with Benton & Bowles on terms of his contract renewal, was reported in Hollywood as reason for Powell's withdrawal.

Mary Martin, featured with Powell in vocal numbers, also withdrew on plea of wishing to devote more time to film work. Frank Morgan, M-G-M comedian, rejoins the cast Jan. 1. Fanny Brice and Hanley Stafford continue their Baby Snooks and Daddy skit, with Meredith Willson as musical director. Maxwell House Chorus also remains and Don Wilson announces. Mann Holliner is agency producer, with Dave Elton representing NBC.

DETROIT

RADIO prospects in the Detroit area are bright, but tinged with uncertainty.

Stations, representatives and advertising agencies are of one voice in reporting the outlook to be excellent. However, nearly all of them qualify their remarks with a substantial "if", and the "if" invariably refers to the war and its effects on the internal economy and production program.

Naturally the automobile industry is the focal point of Detroit thinking, and the auto industry is especially vulnerable to the implications of the defense program. As the turn is made into 1941, auto production is at one of its highest rates on record, and through the fourth quarter of 1940 sales records were set at retail for that period.

Priorities?

Ostensibly the picture is one equivalent to the banner showing of 1937. But a large and black shadow is cast by the possibility that priorities of materials or men or both may impair output. In such a case auto manufacturing might shrink to very small levels. There was a general concensus that if this occurred—some thought spring might see such a condition—that advertising budgets would be curtailed in line.

An opposite viewpoint to this was expressed late in 1940 by an official of Pontiac Division of General Motors, who said that in no case would advertising be cut down. However, this appears to be a minority rather than a general viewpoint.

Meanwhile, station representatives report a slightly larger number of inquiries than usual from this area in regard to available time, and they say that other such signs point to an excellent year—perhaps one of the best in radio history.

As for the radio stations themselves, managers in this area assembled late in December at Detroit for a BMI meeting and had a fairly common viewpoint—that the situation now was good, that immediate prospects were good, and that continuation of the prospects would depend on continuation of the war, on the turn of British fortunes, and on the further development or curtailment of defense measures. The feeling appeared well developed that the defense program is a stimulation of the first degree, amplification of what would react to general business benefit and narrowing of which would reduce economic activity.

Local Business Boom

One development appears fairly positive in the Detroit area: Local radio advertising appears positive to increase. This again stems from defense plans. In Detroit today are set up factory facilities to put to work by midsummer about 100,000 men—jobs which for the most part never before existed. It is expected that employment indexes will soar far over previous all-time highs. Retailers are already laying plans to seek the added business which will be available in Detroit.

In this connection the remarks of Ivan Frankel, time buyer of Simons-Michelson Co., are illuminating. The agency is understood to be the largest buyer of retail time in Detroit. Said Frankel:

"Retailing indexes are bright, and there is a growing confidence in radio to do a retail selling job."

He went on to declare that in Detroit and the Detroit area alone his agency had placed about $250,000 in time business during 1940—an advance of 50% from the previous year's total. He added: "We expect to increase this figure another 50% during 1941."

Automobile companies, infrequent users of radio in the past few years, appear to have little in prospect in the way of new network shows, but they appear thoroughly satisfied with what they now have. The *Major Bowes* show for Chrysler, and the *Sunday Evening Hour* for Ford, move into 1941 behind a full head of sponsorship satisfaction.

Meanwhile agencies and representatives are driving home to their automotive clients the fact that with the new surtaxes in effect advertising can be bought actually for about 50 cents on the dollar—declaration based on the fact that if the money were not spent it would be cut in half by excess profits taxes. Whether this will have an effect on spot radio buying by the major automotive advertisers remains to be seen, but it appears that the thought is having good circulation and is causing at least a good deal of thinking.

ARCH OBOLER, Hollywood writer-producer of the NBC *Everyman's Theatre* series, sponsored by Proctor & Gamble Co., (Oxydol), is being featured in a Pathe News Picture People short. Film is based around a hilarious rehearsal of his original play, *The Storm*, which featured Charles Laughton and Elsa Lanchester. The Rudy Vallee-John Barrymore feud, featured on the NBC *Rudy Vallee Show*, sponsored by National Dairy Products Corp., (Sealtest), is also the basis of a Pathe short.

CANADA

By JAMES MONTAGNES

THE YEAR 1941 is going to be better than 1940.

The war has not curtailed radio advertising appropriations; rather it has boosted them.

War taxation and war industries have not had any curtailing effect on the use of radio as an advertising medium.

Radio stations in the Dominion cannot find enough time to sell, are turning away advertisers.

These are the facts gleaned from a poll of radio station owners, advertising agency executives, and station representatives from all parts of Canada.

Canada's experience is of double interest to United States radio executives, as a forecast of what may happen in the United States. Canadian war industries are now running in practically high gear, war taxation has been put on the books, and the Government is waging a campaign to curtail expenditures for non-essentials. Yet despite these factors Canadian stations are booked solid with commercial business and continue to receive queries for time from advertisers who have never used radio.

Business is very good, all executives stated. All expect it to be better in 1941, quite a bit better, some feel. Most expect it to stay even with 1940 or improve slightly. The most pessimistic look for only a small drop in business, so slight as to make hardly any difference. All decry the shortage of available time and expect the situation to become worse in 1941.

Network Shows Double

These forecasts apply to spot announcements, spot business in general and networks.

In the network field talk of forming a second national network has been revived. This network would take care of the growing number of advertisers being turned down because the present Canadian Broadcasting Corp. national network is full, even turning down sponsors. The number of network shows has doubled in 1940 over 1939.

Practically every agency executive told of requests for time from advertisers who did not use radio in 1940, and some stated a number of advertisers are increasing their 1941 appropriations. Under rulings of the Dominion Department of National Revenue, advertising appropriations for income tax purposes may be increased by the normal amount, this ruling having been issued because of the wartime increases in corporation income tax and excess profits tax (75% if earnings exceed the past four-year average).

An increasing use of radio is foreseen by manufacturers of electrical appliances, automobiles, radio receivers, and other merchandise which in the past has relied mainly on visual appeal. With the "freezing" of new models by Government order of Dec. 2, 1940, advertisers of these lines must rely less on eye appeal when the picture

(*Continued on page 34*)

CALLED to active Army duty for a year starting in January, this trio of staff members of KROY, Sacramento, Cal., are claimed to constitute some sort of service record for the station. Members of the 184th Infantry of the California National Guard, the three have been assigned to Camp San Luis Obispo. They are (l to r) John E. Ehrhart, KROY salesman; Elton H. Rule, public relations and sales promotion manager, and Robert B. Scott, salesman. As a going-away token the station presented each of the three with a two-week vacation in December, along with a month's advance salary and assurance their positions would be waiting upon their return. While in camp Mr. Rule will use a portable recording setup to transcribe two quarter-hours weekly on KROY—man-on-street interviews with trainees from the Sacramento area, under sponsorship for the year by Sears, Roebuck & Co.

THE BUSINESS OUTLOOK: LOS ANGELES

(Continued from page 11)

cluded in most of these advertising appropriations.

Although cautioned to "soft pedal" comment, agency men also pointed out that manufacturers and retailers, with the excess profits tax in mind, are increasing advertising budgets and radio is to get its share of that money. Also to be taken into consideration are the recent census figures which give the Pacific Coast a decided increase in total population, with California, Washington and Oregon showing an addition of 20% over the report of 1930. California has had the greatest population increase, with the figure reported as 6,907,387. Los Angeles county alone has 2,785,643 of that total. These figures, agency men declare, must be held in mind when judging increased consumer capacity and planning advertising campaigns.

Retail Sales Up

Further attention is called to the fact that retail sales on the West Coast for October 1940 were 10% higher than the same period in 1939. New passenger car registrations for October reached a new high, showing an increase of 26% for the first three quarters of 1940. General index figures show the increased tempo of manufacturers and retail sales. It must also be remembered that tourist trade is California's second largest industry, with more than two billion dollars brought into the state annually by visitors. The anticipation for 1941 is even greater.

With such prospects of prosperity, and barring the United States involvement in a foreign war, executives of Los Angeles and Hollywood agencies and those of stations too, are confident that changes which will occur will be for the better. Many advertisers, they say, are substantially increasing appropriations for spot broadcasting as well as regional and national network time. They are confident that every spot campaign of major importance now on the air, and placed from the West Coast, will continue.

Many stations already have commitments for more new sponsored shows that will take them through the first quarter of 1941. A great many of these are renewals. Others are firms who, for the first time, are including radio in their advertising budgets, falling in line with competitors. Many of them have been in and out of radio over a period of years. Extensive announcement and quarter-hour transcription campaigns, augmenting live talent network shows, will swell the volume. The flexibility offered by spot radio, it was said, will continue to attract many such advertisers. Food, tobacco, and drugs are among the leading classifications.

New Campaigns

Several agencies report clients are planning extensive spot campaigns to start in late winter or early spring, depending on market and world conditions. There are several short campaigns on the books to start in late January and early February. Many advertisers will use their first radio in a local test before expanding regionally.

Several accounts placed from Hollywood, which have been using spot radio only, will go regional network starting in early January. One advertiser, who has been using regional network and spot radio, will discontinue the latter on Pacific Coast stations in favor of additional network time. The firm will concentrate its spot radio in West Coast areas where the networks are not heard.

Continuing a lucrative policy inaugurated in 1939, station representatives in Southern California, besides concentrating on established accounts, are going after new business, advertisers who have never before used radio. Some are new firms with no agency to guide them. Others are advertisers who have devoted their efforts to newspapers or magazines. Test campaigns have led many of these advertisers into consistent spot broadcasting. Reps say they have many inquiries regarding radio from accounts never on the air.

West Coast agency executives are reluctant to release definite schedules on old or new accounts, pending client approval to budget recommendations. Practically all declared accounts currently using radio will continue and in many instances increase appropriations, though some clients were reluctant to discuss budgets or plans for the coming year, being too busy with current business. In practically every case, recommendations have been made for radio increases.

Music No Worry

Station managers on the West Coast, Southern California in particular, express little worry on outcome of the music situation. They all feel confident that the broadcasting industry will win its point. It was pointed out that the trend was away from musical shows, at least locally, with more stress on drama, quiz and other audience participation types of programs.

Interest in the war has increased listening, and many sponsors, it was shown, are turning to newscasts to sell their products. Los Angeles Soap Co. (White King Soap), currently sponsoring *News by Knox Manning* on 8 CBS West Coast stations, through Raymond R. Morgan Co., Hollywood, on Jan. 6 will augment this with a similar five-weekly quarter-hour newscast on 31 Pacific Coast Don Lee network stations. The firm will also continue to use spot broadcasting in other West Coast areas. Smith Bros. Co. (cough drops), also sponsors Manning in a five-minute newscast over the CBS Pacific network four nights weekly. Richfield Oil Co., Los Angeles, sponsoring the *Richfield Reporter* five nights weekly on 6 NBC-Pacific Red stations, on Jan. 13 adds four Arizona stations to the list.

Thrifty Drug Co., Los Angeles, operating about 68 outlets in Southern California, devotes a major portion of its radio advertising appropriation to newscasts on stations in that area. In addition the firm is a heavy user of spot announcements. Bathasweet Corp. is sponsoring *Bob Garred Reporting* on the CBS Pacific network twice a week, with Mennen Co., taking over sponsorship thrice weekly. Peter Paul Inc. (gum), also sponsors a ten-minute version of that program on the CBS Pacific network thrice weekly.

WHEN the Army dispatched Lt. Col. Walter M. Harrison, Intelligence officer at Ft. Sill, Okla., to Denver to tell Coloradans about conditions at the Oklahoma camp, where 1,200 Colorado officers and men are quartered, it was only natural that he should be interviewed on the air. And it was only natural too that Walter M. Harrison Jr. (the Colonel's 24-year-old son), should do the interviewing, since he is the regular newscaster of KLZ, Denver. Col. Harrison is the well-known managing editor of the *Oklahoman* and *Times*, and is on leave of absence to serve his country. Walter Jr., incidentally, has a low selective service number and may be called soon to active duty.

Other Types

Many advertisers desire other types of medium-priced programs. Colonial Dames Inc., Los Angeles (cosmetics), sponsors the weekly five-minute commentary program, *Find the Woman*, on 7 CBS Pacific network. Union Oil Co. recently started the dramatic series, *Point Sublime* on 14 NBC-Pacific Red stations. The commentator, John Nesbitt, heard weekly on 7 NBC-Pacific Blue stations, under sponsorship of Bank of America, was recently renewed for another 52 weeks.

J. W. Marrow Mfg. Co., Chicago (shampoo), has contracted to sponsor *Hollywood Whispers*, with George Fisher, on 32 Pacific Coast Don Lee stations twice weekly. The quarter-hour program is to be repeated on five Mutual stations. Sponsors, as a whole, continue to show a partiality toward spot, both live and transcribed; time signals and transcribed shows, with increased interest in early morning and late afternoon participation programs.

Checkup with Hollywood network executives reveals there are few, if any, year-end expirations or terminations. To the contrary they declare that there will be a greater number of commercial programs emanating from the West Coast than before. Addition of outlets to programs already established indicates broader scope on the part of radio advertisers. The three networks, CBS, NBC, Don Lee Broadcasting System, report several new regional network accounts as "in the bag" and ready to start shortly after Jan. 1.

A brief review of 1940 is interesting from the standpoint of Pacific Coast radio achievements in that Don Lee network, the West Coast outlet of Mutual, stabilized its operation by moving from downtown Los Angeles to new and modern quarters in Hollywood. The network is now housed in the former NBC western division headquarters on Melrose Ave., which have been remodeled and renovated. A steady swing of national and regional advertisers to that network forced the move to accommodate and service programs.

CBS also made improvements to its facilities by adding two large audience studios at a cost of more than $250,000. NBC broke ground Nov. 14 for its million dollar building in San Francisco which will house the studios and executive offices of KPO-KGO. With the upswing in business during the past year, it is interesting to noe that practically every state in the Southern California area made improvements to their facilities or expressed intention so to do.

Fewer 'Big Names'

With decline of one-hour network shows, there was less money spent on Hollywood "name" talent during 1940 than in 1939 in the opinion of national advertising agency men. Even less money will be spent on such talent during 1941, they declare. It was pointed out that several Hollywood originating commercials during the past several months have eliminated high-priced talent, cutting down production costs greatly.

Other sponsors with expensive network shows have the same thought in mind. Agency men say that the high-priced guest star is on the wane, and the trend today is definitely toward medium-priced programs, with low talent costs and better showmanship.

Advertisers are still fascinated by the "magic name of Hollywood", but they have learned that it takes more than just a "name" to make a successful show and sell merchandise. Sponsors are no longer willing to experiment. They have found it too expensive. They want value received for money expended. The trend, according to concensus, is toward idea and dramatic shows. Not only because they are cheaper, but also the music worry is eliminated. They find it sound business economy.

Movie of 'Gangbusters'

IN A deal closed recently, Universal Pictures Co. has acquired from M-G-M film rights to the radio serial *Gang Busters*, sponsored by Wm. R. Warner Co. (Sloan's Liniment), on NBC-Blue. The serial will be the basis of Universal's next major adventure picture to be produced under guidance of Henry MacRae. It will have a star name cast and be produced on a scale comparable with "Riders of Death Valley," just completed.

NBC Chicago's mobile transmitter will carry Illinois license plates numbered 670-870 during 1941. The numbers are the same as the frequency for the two NBC owned and operated Chicago stations, WMAQ and WENR, respectively.

5000 WATTS
620 KILOCYCLES
ON THE AIR Now!

The ABC OF RADIO IN ARIZONA

★★KTAR-Phoenix
5000 W - 620 KC

★★KVOA-Tucson
1000 W - 1260 KC

★★KYUM - Yuma
250 W - 1210 KC

★★KGLU-Safford
250 W - 1420 KC

★KCRJ - Jerome
250 W - 1310 KC

★KWJB - Globe
250 W - 1210 KC

★KYCA-Prescott
250 W - 1500 KC

★★ NBC RED and BLUE Network Stations

★ Other ABC Stations

ARIZONA'S pioneer station, KTAR, Phoenix, Arizona, steps out with another big attraction for your advertising dollars. To its regional channel of 620 kilocycles is now added a power increase to 5,000 watts. Thus, KTAR's service to its Southwestern listeners continues to improve.

The Western Electric transmitter, housed in a new air-conditioned, modernistic building, utilizes a directive antenna system with two self-supporting series-fed towers, one 400 feet and the other 300 feet high. With this new development KTAR becomes more than ever, Arizona's Nearest Neighbor!

KTAR

KEY STATION OF THE

Arizona BROADCASTING CO. Inc.

Represented Nationally by

PAUL H. RAYMER COMPANY

New York Chicago Detroit San Francisco Los Angeles

AFFILIATED WITH THE REPUBLIC AND GAZETTE

THE BUSINESS OUTLOOK: CHICAGO

(*Continued from page 11*)

those figures. The almost trite phrase, "There's no more good time available," has been proved false. A study of Saturday availabilities on Midwest stations shows, with the exception of the 6:30-10 p.m. block, that less than 15% of the time is under sponsorship.

As long as the keen competition exists among manufacturers for the consumer's dollar, stations will find time available to enhance this competition.

There is always a saturation point, however, and a definite trend is on—whether the point will ever be reached or not—to combat it. The increase of participation shows is the answer. The national picture offers the best example of this trend, although it is equally true on almost every station in the Midwest. CBS recently announced that its managed and owned would no longer carry baseball and football broadcasts. WBBM, Chicago key station of the network, then built a two-hour Saturday afternoon feature which included a name band and outstanding performers.

This was offered for sponsorship on a quarter-hour basis. Thus, where one sponsor formerly bought a two-hour daily strip (as in the case of baseball), or a two-hour Saturday block of time, now eight sponsors are accommodated at a quarter-hour each — at approximately an 185% increase in revenue for the stations. Not only do these particular stations benefit (providing the time is sold) but other stations, usually smaller ones, which did not have any baseball revenue previously, now get a chance to bid for it.

Where local participation programs are built to be sold in quarter or half-hour lots, it is found that cost of production does not greatly exceed that of an individual shorter program. This gives the advertiser with a small advertising budget an opportunity to buy a portion of a specially-built program, engulfing outstanding features. The station then satisfies more sponsors and its over-all income is greatly increased.

Better Programs

No longer is there "undesirable" time on stations. Wisely, the so-called "undesirable" time has been improved by the spotting of outstanding local and network shows. This trend was reported many months ago and it has increased like a conflagration. It is almost impossible to find a period on any network station that is not bordered by a well-known program or personality. Local stations have built acceptance by outstanding sustaining shows. Radio has mastered the problem of utilization.

It is the consensus of those in Midwest radio that the increase in demand for time in 1941 will not result in a slipshod method of presentation in order to cram in all possible advertisers. Rather it will result in a higher level of entertainment and production. Radio has reached the point — or will, shortly—where it can reject all it does not consider top flight in entertainment and educational value. Competition among sponsors to have the best will make the station's problem comparatively simple. Stations will, however, use more discrimination than in the past.

Educational broadcasts, which have grown tremendously in public acceptance during the last year and which have been given guaranteed time more wholeheartedly by stations and networks than ever before [BROADCASTING, Dec. 15], are keeping pace with production progress and should reach new heights during the next 12 months.

The year 1941 will see a new locale of presentation for many of the network and local shows. Starting within a few weeks, the American Tobacco Co.'s *Your Hit Parade* will originate in various Army training camps throughout the country. It is reported by Midwest timebuyers that many clients have expressed an interest in this market. Quantity buying by trainees, although by individually small sales, can prove exceedingly important. This is especially true of items involved in rapid turnover. In addition, the novelty of presentations from these camps should garner many additional listeners.

News in Demand

In the Chicago territory—and it is more than likely true in other sections as well—news is most in demand. Some have expressed the opinion that news is a fickle salesman: when the news is good, it sells; when news touches on the catastrophic, it balks. Nonetheless, it is expected that news will continue as one of radio's leading salesmen during 1941. If the Allies gain a decided upper hand, news will become even more important as a salesman.

Radio Pays

THERE'S NOTHING like using your own medium to advertise any spare real estate you want to sell, NBC Central Division executives have decided following the recent sale of the old WENR, Chicago, transmitter property at Downers Grove, Ill., to the Great Lakes Carbon Corp., Chicago. Two special broadcasts over WENR, featuring Ransom Sherman and Everett Mitchell, were made from the old transmitter site to advertise the property. Arthur Rubloff & Co., Chicago, served as broker. The new owners plan to convert the building into a research laboratory.

Many phases must be considered when drawing conclusions after analyzing the gross income of stations for the first 11 months of 1940, in comparison to the same period of the preceding year. It is the general upward trend that is the important, healthy sign.

Harry Kopf, manager of the NBC Central Division, expressed considerations to be judged in analyzing the variance in station revenue when he explained the WENR-WMAQ situation. "Gross income of WENR increased 48.6%," he said. "The gross income of WMAQ increased 8% and we had to sell early morning and late evening time to accomplish that because the station was already solidly booked with commercials or non-cancellable sustainers from 7 a.m. to approximately 11 p.m. In addition, our local and national sales department announces a 22.4% increase in spot sales for other stations represented by NBC."

WGN, Chicago, reported an increase for local commercial sales by dollar volume of 17.47% for the first 11 months of 1940 over the corresponding months of 1939. The last five months, (July-November, inclusive) showed a 24.27% increase. Sales by amount of time correspond almost identically. The first 11 months showed a 17.04% increase, while the last five months (July-November inclusive) showed a 24.41% increase.

WBBM figures were not available but it was estimated that a 10% increase in gross for local and national spot business, and 25% in network time sold would be fairly accurate.

WJJD, large independent station, also showed a 10% increase.

With early reports on the volume of money spent in Chicago during the recent Christmas season threatening to top all previous marks, which should be an indication of the buying public's frame of mind, Midwest radio is predicting that the Federal Reserve figures, recently released, which showed a 5% increase of business expectancy throughout the United States in 1941, will prove much too conservative. This, even with its showing of conservatism and caution.

MODEL AIRPLANES swoop about the microphone of WPEN, Philadelphia, each week as the Air Scouts of America, congregate in the studios for their own program, which calls attention to new developments in model plane building. The organization, an outgrowth of WPEN's *Hobby in Sports* feature, now boasts four chapters in Pennsylvania, and other stations in the State have indicated interest in developing similar programs. Announcer Joe Dillon (standing, third from right) points to a big pick-a-back model as he explains unusual features to Roy Fox (at his left), director of the Air Scouts organization and its radio program. During an interview with Ira Walsh on the *Hobby in Sports* program some time back, Mr. Fox, a model plane builder for 25 years, cited the need for an Air Scout organization fashioned along the lines of the Boy Scouts of America.

BUSINESS OUTLOOK: CANADA

(*Continued from page 31*)

of the 1941 model will have become too well known. This entertainment will be used to sell merchandise.

The wartime 25% excise tax placed on electrical appliances and the ban on importation of new models of any kind from the United States will lead to greater selling pressure. Curtailment of consumer purchasing on Government request will not mean a drop in radio advertising, radio men feel, but a greater selling effort to reach those now working who have not had jobs for many years.

Programs will carry more entertainment, with quiz shows on the wane. Few stations will increase the number of newscasts now carried, observers believe, and Government use of stations on a paid basis for war needs will be expanded as finance drives continue. A definite trend toward more custom-built French shows for the Quebec stations is noted, a natural development hastened by the heavy industrial war program in Quebec province.

So far no advertisers have dropped programs or stopped using radio because their war contracts have tied up consumer production. Only two cases of cancellation are known—both at the outbreak of war because of possible lack of merchandise. Advertisers are not likely to stop using radio because of war orders, since that kind of mistake took too long to overcome after the last war.

Canadian business is good. More money is being spent than at any time since 1929, and radio stations are getting their share.

Kirkman Soap Discs

KIRKMAN & SON (sub. Colgate-Palmolive - Peet Co.), Brooklyn (Soap Flakes and Borax Soap), will start on Jan. 6 a transcribed series of *Betty & Bob* on WEAF, New York. Program will be heard Mondays through Fridays 1:45-2 p.m. N. W. Ayer & Son, New York, is the agency and NBC Radio-Recording Division cut the discs.

Goldsmith Named For IRE's Award

Will Receive Medal for His Engineering Achievements

DR. ALFRED N. GOLDSMITH, prominent consulting engineer, will be presented the Medal of Honor for 1941 by the Institute of Radio Engineers at the annual convention to be held Jan. 9-11 in New York. The award is in recognition of "his contributions to radio research, engineering and commercial development, his leadership in standardization and his unceasing devotion to the establishment and upbuilding of the Institute and its proceedings."

Dr. Goldsmith

Headquarters of the 16th annual convention will be the Hotel Pennsylvania. Under the IRE's new plan the annual convention will be held each year in January in New York, with a summer convention to be held elsewhere in June.

List of Papers

Twenty-eight papers will be delivered during the three-day session.

At the Jan. 9 session the agenda includes these papers: "Spurious Responses in Superheterodyne Receivers", by E. Kohler and C. Hammond of Ken-Rad Tube & Lamp Corp.; "Intermediate-Frequency Values for Frequency-Modulated-Wave Receivers", by D. E. Foster and G. Mountjoy, RCA; "Magnetic Recording and Some of Its Applications in the Broadcast Field", by S. J. Begun, Brush Development Co.

At the morning session Jan. 10, with O. B. Hanson, NBC vice-president in charge of engineering, presiding, six television talks are scheduled. They are: "New 1-Kilowatt Television Picture Transmitter", by J. Ferguson, Farnsworth Television & Radio Corp.; "Versatile Multi-Channel Television Control Equipment", by D. E. Nogaard and J. L. Jones, GE; "New Designs of Television Control-Room Equipment", by J. Schantz and W. Ludwick, Farnsworth; "A Coaxial Filter for Vestigial-Sideband Transmission in Television", by H. Salinger, Farnsworth; "Three New Ultra-High Frequency Triodes", by K. C. DeWalt, GE; "A Recently Developed Circuit for the Generation of Power at U-H Frequencies", by A. L. Nelson, Farnsworth.

The morning session Jan. 11 includes these four papers: "Some Factors Affecting Television Transmission", by M. E. Strieby and C. L. Weis, Bell Telephone Laboratories; "Brightness Distortion in Television", by D. G. Fink, McGraw-Hill Pub. Co.; "A Phase-Curve Tracer for Television", by B. D. Loughlin, Hazeltine Service Corp., Little Neck, N. Y.; "Special Oscilloscope Tests for Television Waveforms", by A. V. Loughran and W. F. Bailey, Hazelton.

C. M. Jansky Jr. well-known consulting engineer, will preside at the afternoon session Jan. 11. Among papers will be "Drift Analysis of the Crosby Frequency-Modulated Transmitter Circuit", by E. S. Winlund, RCA; "Commercial 50-Kilowatt FM Broadcast Transmitting Station", by H. P. Thomas and R. H. Williamson, GE.

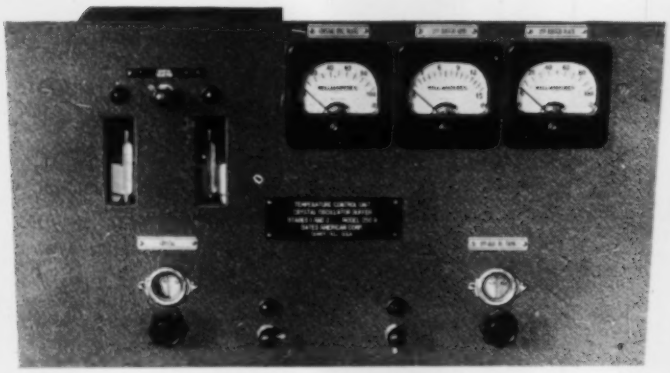
FRANK QUEMENT, owner of Radio Specialties Co., San Jose, Cal., heads a new company which has applied to the FCC for a new 250-watt station in that community on 1500 kc.

. . . make it "A CHANGE FOR THE BETTER"

FREQUENCY CHANGES effective MARCH 29

with the GATES 25-A

Frequency Control Unit



The Unit That Makes Your Fixed Frequency a Certainty—*not a gamble!*

Many Service Tests on current installations, reveal frequency drifts of less than one cycle in a year or more

• Has the forthcoming change in your frequency created a problem? Why not put an end to your worries, by installing the Gates 25-A Frequency Control Unit? Once and for all you eliminate all chances of being off frequency. This automatic unit contains two crystals, two ovens, and is a self-contained unit with oscillator, first and second buffer stages and power supply. Actually it is a 7 watt transmitter in its own right, attachable to any other, regardless of size or make, by a simple link arrangement.

This automatic control unit provides you with dual crystals that assure constancy of frequency and eliminates danger of shutdowns. $373 is a small price for such protection.

Write today for descriptive technical Bulletin "B-1".

→ Quickly attached to any type of transmitter by simple link arrangement . . .

→ Requires only 10½ inches of rack space. Available in any standard panel finish . . .

→ Fully approved by FCC. Installed by simple application on FCC form 305 . . .

→ Price includes 2 crystals, 2 ovens and one complete set of tubes . . .

→ **$373 COMPLETE**

GATES QUINCY, ILLINOIS, U.S.A.

AMERICAN CORPORATION

AFFILIATED WITH KFRU, COLUMBIA, MO. ★ REPRESENTED BY WEED & COMPANY

rich market
...and how to reach it
★ 846,370 RADIO FAMILIES
★ $826,490,000 RETAIL SALES
IN 1/2 MV. CONTOUR
XOK
OUIS, MISSOURI
5000 Watts Day & Night
ATED BY THE
AR-TIMES
NEW YORK ★ DETROIT ★ CHICAGO ★ SAN FRANCISCO

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A Steady Climb

THE NATIONWIDE buzz of prosperity, with its stimulating effect on all branches of business and industry, is helping broadcast advertising, too. A survey by BROADCASTING staffmen indicates that 1940 was a banner year. It also indicates that 1941 will be even better, judging by business already on the books of networks and stations.

The remarkable part about all this prosperity, from a radio standpoint, is that the volume of broadcast time sales is increasing steadily from year to year. The volume of time sales has settled down to a steady curve on the charts, in contrast to the spurts prevalent a decade ago.

Yes, it looks like a good year for broadcast advertising. Plenty of business is under contract. Much more is planned but awaits dispelling of fear among those who hesitate because of the exigencies of war. More advertisers are entering the radio fold and present advertisers are enlarging their budgets.

Fears of complications arising from the war are natural. Outstanding is the dreaded "priorities" bogie, for businessmen well know that when the nation's production is geared to defense needs, many consumer products widely advertised by radio will be made in diminishing quantities.

Encouraging to those who fear that firms shifting from production of consumer goods to defense items is the situation in Canada, where wartime restrictions have been in force for well over a year. All business is good in Canada and a bright 1941 is expected.

With war orders tieing up consumer production in many lines, advertising are continuing their radio promotion though directly affected. These advertisers remember the lesson learned in the last war when abandonment of promotional efforts during time of hostilities found them at a disadvantage when the war ended—a mistake that in some cases required years to correct.

The Voorhis Bill

FOR THE PRESENT, at least, the Voorhis advertising tax bill is reposing restfully in a Capitol Hill pigeonhole. Let's hope it stays there—where it rightfully belongs. However, there need be eternal vigilance on the part of the advertising industry, for all types of media would suffer under this drastic measure whose aim, reduced to the lowest common denominator, seems to be to hamstring the advertising industry as a whole.

Elsewhere in this issue we print an interpretive story that should be read closely by all connected with advertising, especially those in radio. It points out that there is an undercurrent of support in Washington for a measure, if not like the Voorhis bill, then one approximating its aims. True, this support comes from a fringe of Government officials with their own peculiar ideas of economics. But let no one be fooled into thinking that many more would not climb on the bandwagon once such a move gained a start.

Reversing the Order

NEW YORK (AP)—The Columbia Broadcasting System's correspondent at Belgrade reported today . . .

NEW YORK (UP)—The National Broadcasting Co.'s shortwave listening post heard today . . .

NEW YORK (INS)—The Mutual Broadcasting System announced today that its correspondent in Berlin . . .

MANY TIMES a day sentences like these are emblazoned across the front pages of the nation's leading newspapers. Reversing the order, they mark a new and radical departure in journalism. For it was only a few short months ago that the major news services had an ironclad policy against even attributing a speech to radio. Now with war raging over three continents, radio is one of the most consistent news sources of the press—properly accredited, of course.

In fact, the three major wire services now have clauses in their contracts with the networks for an exchange of news. This is the same agreement they have with the newspapers of the country. What a contrast to the not-so-distant past when radio wasn't even able to buy the reports of the wire services!

The reason for this amazing change is simple. Radio has inaugurated a new form of reporting. Millions of American homes hear the world-shaking news from Europe directly from ace correspondents on the spot. And this new form of reporting has opened up wide new vistas for American news gatherers. They supplement rather than compete with the wire services and the big metropolitan dailies. They can and do concentrate on obtaining a different story from what appears in your newspaper. This isn't possible day in and day out, but a look at the record is enough to impress even the most doubting Thomas.

For example—radio's front line reporting gave the American press England's declaration of war on Germany many minutes before the cables; radio gave the press and the American public a tremendous "beat" on the sinking of the *Graf Spee;* radio reporters flashed the first news of the Munich pact in 1938 and the French armistice in 1940 . . . the list is long, too long to enumerate here. But the lesson to be gained from this imposing record is one that we have consistently pointed out in these columns:

Radio needs the press; the press needs radio.

Radio Pan-America

DURING THE LAST 20 years, radio, more than any other single force, has battered down barriers of sectionalism in the United States. Now radio will undertake the job on a hemispheric basis, through regular interchanges of service with our 20 Latin-American sister republics.

With commendable foresight, the broadcasting companies in the United States have taken steps to expand network operations through Latin and South America. CBS, after a tour by President William S. Paley, already has announced plans providing for such network service on a regular basis. NBC soon can be expected to follow suit.

In these times, when the dictator nations are putting out unvarnished propaganda in South America, directed against the democracies, the network expansion move is particularly significant. Obviously, the CBS move is to promote better relations with Latin America in harmony with the policies adopted by our Government. Yet the commercial possibilities are there—through promotion of United States commodities, particularly brand name products. On the long haul there should be a worthwhile return for American advertisers.

Kilowatts and FM

WITH THE ADVENT Jan. 1 of FM as a full commercial broadcast service, radio advertisers and time-buyers appraising this new radio medium must radically revise their methods of judging station coverage. In the standard broadcast range, power and frequency are the real factors. In FM they mean almost nothing.

The FM yardstick will be square miles of coverage, not watts or kilocycles. At present a radio advertiser is prone to run down the watt-column in selecting his stations for a campaign. With FM, a station may have 1,728 watts, and his competitors several times that output. Yet the 1,728-watter, by virtue of location, antenna height and antenna gain might do a far better coverage job. The most progressive station in the area might well be one with the fewest watts, because it selected the most desirable location and took advantage of engineering factors. For example, a station, by doubling its antenna height, actually increases its coverage, or power equivalent, by four times.

The point we make is that buyers of time for FM must orient themselves to this new coverage formula. Power is a misnomer in FM. It doesn't mean any more than the number of watts input to light the lamps in your home. It's the area covered that counts.

We Pay Our Respects To —

KARL OTTO WYLER

WAY BACK in 1929, on Aug. 22, Karl Wyler was strumming his ukulele for broadcast purposes during the inaugural ceremonies of KTSM, El Paso, Tex. Today Karl Otto Wyler is vice-president and general manager of KTSM. When you step into his sumptuous office at the station or run into him in New York, Chicago or Washington, you don't think of him offhand as a onetime ukulele cuddler, though the uke represents an important phase in the career of this young radio veteran.

Karl Wyler's broadcasting career really started when he was 16—that was about 1921. He was born in El Paso April 5, 1905. His father was Swiss and came to El Paso in the '80's. His mother was a native of Missouri. Although the family moved around a bit in Karl's infant years, they always seemed to gravitate back to El Paso. In 1909 they moved briefly to Douglas, Ariz., and shortly after returning pulled up stakes again in 1911 and went North to Grants Pass, Ore. After returning to El Paso once more, young Karl attended the local schools. Meanwhile, father Wyler, a mechanical engineer, operated the Wyler Industrial Works, an iron foundry.

The career really began in 1921 when Karl directed his four-piece orchestra, "The Merrymakers", in their first radio appearance on WDAH, one of El Paso's pioneer stations. A year later on KFXH, another early El Paso station, he was singing as "The Happiness Boy". Between appearances he was busy trying to keep his ukulele program sold to a sponsor as well as executing all sorts of general functions around the station. These jobs provided little more than spending money, and when he began to take a serious interest in Miss Betty Harper, Karl necessarily decided it was time to get down to brass tacks in a business way.

Accordingly, he left in 1926 for Dallas where he entered the office equipment business, ultimately picking up some valuable experience in selling. And in June, 1926, he married Miss Harper. By 1929 radio in El Paso was getting firmer legs, a process Karl Wyler had watched with keen interest. In that year, when plans were being evolved to open KTSM, he returned to El Paso to help with the groundwork. When KTSM took to the air in August, 1929, he was one of its four employes—listed as an announcer, he really had duties in practically all the departments. His interest in radio grew apace, and to make his foundation more complete, he became a ham operator.

In 1930, when Karl became program director of the station, he developed an act called "Karl the Cowhand". Although he could not yodel in true cowboy style—his father had tried in vain to teach him—another character called "The Admiral" and a mythical Texas burro named "Gorman" completed a trio many KTSM listeners would like to hear again.

By 1931 Wyler had become sales manager of the station and two years later, June 1, 1933, he was appointed manager. At this time the staff included eight persons. The station had no transcription service, no regular news service. These gaps were filled one at a time, but in a steady stream. The WBS transcription service came in 1934. The next year Transradio news was added, and the staff had increased to 12, with proportionate expansion of office space. In 1937 a new 250-watt transmitter was installed. In January, 1938, KTSM affiliated with NBC.

The history of KTSM and Karl Wyler go hand in hand. Both developed together. When KTSM joined NBC, it followed a policy of giving increased attention to locally produced programs. A continuity department, dramatic staff and new local entertainers were added, and within two years the regular full-time staff numbered 28. To serve national advertisers as well as local accounts a fulltime merchandising department was added.

Climax of the station's current progress came the night of Oct. 1, when the station went on the air with its new 500-watt RCA transmitter and 310-foot Truscon tower and switched from 1310 to 1350 kc. Karl Wyler is vice-president and minority stockholder in the licensee Tri-State Broadcasting Co. He acquired his interest in the company in 1934. President and majority stockholder is Mrs. Frances W. Bredberg, now living on a Texas ranch.

A recognized leader in industry circles, Karl was one of 11 broadcasters chosen by the NAB as the committee to draft the NAB Code. He was a director of the Texas Assn. of Broadcasters before it was dissolved in favor of NAB District 13. He is past secretary and director of the El Paso Rotary Club, a director of the local Chamber of Commerce, a director of the Family Welfare Society and of Friends of Mines, a booster organization of the Texas College of Mines. He is one of two El Paso men, and one of 89 radio men listed in *Young Men of America*, the "Who's Who" of men under 40. And on Oct. 16 he gave his name to Uncle Sam in the selective service registration.

No executive chair-warmer, Karl Wyler still enjoys taking over an announcer's stint, filling in on a dramatic program, knocking out a few commercial announcements or anything else along that line that may bob up from time to time. Although radio is both profession and hobby to him, he enjoys playing golf as much as any other recreation.

But of course he is proudest of his family, which besides Mrs. Wyler includes 11-year-old Karl Jr.

Personal NOTES

BOB McRANEY, for six years program director of WSGN, Birmingham, on Dec. 13 became general manager of WCBI, Columbus, Miss. W. E. Williams, WCBI program director, has been promoted to sales manager, succeeding Walter G. Allen. Announcers of the new *Columbus Dispatch* station are Paul Cresap and Charles Atchison. Robert Montgomery is chief engineer. Mr. McRaney succeeds Lieut. Birney Imes Jr., son of the newspaper publisher, who has been called for Army service at Camp Blanding, Fla.

JACK HENDERSON has rejoined the sales force of KWK, St. Louis, after being with KSTP, St. Paul, as an account executive.

JOSEPH L. RAUH, FCC assistant general counsel, and Mrs. Rauh, on Dec. 14 became the parents of a 7 lb., 13 oz. son, their second, born at Doctor's Hospital, Washington.

SAMUEL R. ROSENBAUM, president of WFIL and chairman of Independent Radio Network Affiliates, on Dec. 17 was admitted to practice before the FCC. He is a practicing attorney in Philadelphia, though most of his attentions are devoted to radio and to Albert H. Greenfield Co. Inc. interests, of which he is vice-president.

J. T. WARD, owner and operator of WLAC, Nashville, recently was appointed to the staff of Colonels of Gov. Keene Johnson, of Kentucky.

ELDON PARK, assistant sales manager of WLW, Cincinnati, is the father of a 7 lb., 3 oz. boy born late in December.

WILLIAM C. GROVE, formerly assistant manager of KSAN, San Francisco, has been named manager of KFBC, Cheyenne. Grove, an engineer, supervised construction of the transmitter and studios of KFBC.

VIVIAN BOOKER, managing director of 2CH, Sydney, has been elected president of the Australian Federation of Commercial Broadcasting Stations. R. A. Fitts, vice-president of Victorian Network, Melbourne, has been made senior vice-president.

JOHN TAYLOR, manager director of 3AW, Melbourne, is now a lieutenant in the Australian militia. His 3AW duties have been taken over temporarily by David Armstrong, Victorian sales manager of the Macquarie Network. Reginald Lane, national sales manager of the network, stationed at Sydney, has also joined the service.

D. W. BUCHANAN, Ottawa, who recently resigned as supervisor of public affairs broadcasts for the Canadian Broadcasting Corp., has been appointed to a post in the censor administration in Bermuda.

DON S. ELIAS, vice-president of the *Asheville Citizen-Times* and executive director of WWNC, Asheville, N. C., on Dec. 16 was elected president of the Asheville Chamber of Commerce.

WILLIAM A. McGUINEAS, sales manager of WGN, Chicago, is the father of a girl, born Dec. 17.

ARTHUR SIMON, manager of WPEN, Philadelphia, will leave Jan. 11 for a West Indies cruise on the *S. S. America*.

CLARENCE LEICH, manager of WGBF and WEOA, Evansville Ind., was named chairman of the Evansville Council for American defense. The purpose of the Council is to promote aid to Britain.

H. DUKE HANCOCK, commercial manager of KGFJ, Los Angeles, and Mary Lee of that city, were recently married in Riverside, Cal.

FRED C. MERTENS, head of Fred C. Mertens & Associates, Los Angeles production unit, has returned to his West Coast headquarters after three weeks in Chicago and New York, where he conferred with agencies and sponsors on 1941 radio plans.

R. W. KEYSERLINGK, general manager of Britsh United Press, and Mrs. Keyserlingk are parents of a boy, born Dec. 15, at Montreal.

JIM LYONS has been appointed merchandising and promotion manager of KVOE, Santa Ana. He succeeds Vic Rowland.

WILT GUNZENDORFER, manager of KSRO, Santa Rosa, Cal., has been named chairman of the sales manager's division of the Fifteenth District, NAB.

MARVIN LANG has joined the commercial staff of KTAR, Phoenix.

AL BERTHA, Transradio news representative in Minneapolis, is the father of a girl born late in November.

Manages New WCED

BOB WEBSTER, who has been a member of the WCAE, Pittsburgh, announcing staff for 17 months, signed a contract in mid-December to manage the new WCED, DuBois, Pa. Webster will take over his new duties after the first of the year and hopes to have the station, which operates on 250 watts on 1200 kc., on the air by mid-February.

BEHIND the MIKE

FLAVIUS DANIEL, traffic manager of CKAC, Montreal, has been promoted to director of the publicity and news department. Paul Galinas has been assigned to take charge of the radio page of the *Montreal LaPresse*, replacing Pierre Ranger who has joined the Ministry of Information for the duration of the war. Roger Nadeau takes charge of news and censorship, replacing Francois LaRoche, now private secretary to Hon. Hector Perrier, Quebec's new Provincial Secretary.

BOB SEAL, production manager of KPO-KGO, San Francisco, has been elected president of the NBC Athletic Assn. Harry Mayhorn was elected treasurer.

ELLIOT MILLER, announcer, formerly of WORL, Boston, and WLAW, Lawrence, Mass., has joined the staff of WDRC, Hartford.

JIM PRICE, announcer of WCAM, Camden, N. J., and Ruth Murren, one of the Three Rhythmettes, singing group on KYW, Philadelphia, announced their engagement on Dec. 13.

THOMAS FREEBAIRN - SMITH, Hollywood assistant to Crane Wilbur, producer of the CBS *Big Town* series, sponsored by Lever Bros. (Rinso), has been made an honorary member of Gamma Beta Alpha, the College Broadcasters of America fraternity.

ROBERT PURCELL, announcer of WCFL, Chicago, on Dec. 6 became the father of his second child, a girl.

Vice Versa

BOB LINK, first staff member of WKBN, Youngstown, O., to volunteer in the U. S. Navy, seems to be following in the footsteps of his Dad, Wally Link, WKBN commercial manager. The senior Link at one time was connected with the Navy, subsequently entering radio. The son is reversing the order.

BETTY TROWBRIDGE, formerly staff photographer of Earl Carroll's Theater Restaurant, Hollywood, has been appointed chief hostess of Don Lee Broadcasting System. Marjorie Adenauer, formerly Southern California Auto Club secretary, has joined the staff of Wilbur Eickelberg, sales manager of the network, in a similar capacity.

CHARLES ANDERSON, formerly of KOA, Denver, has joined the announcing staff of KFI-KECA, Los Angeles.

BETTY RIOPELLE has joined the Detroit office of CKLW, Windsor, Ont.

ANITA GIBSON, formerly of C. P. MacGregor Co., Hollywood, transcription concern, secretarial staff, has joined KMPC, Beverly Hills, Cal., in a similar capacity.

HOWARD T. CRISSEY, engineering stock clerk of NBC, Chicago, on Dec. 14 chalked up a perfect 300 game while bowling with the NBC major team in the Merchandise Mart league.

JAMES A. WEHRHEIM, formerly of the guest relations staff of NBC, Chicago, has been granted a leave of absence for military service. He has been replaced by Gordon Creider, new to radio.

$20.00 BILL BROADCASTING

And when $20.00 Bill represents the saving on a minute spot, it's the voice of authority. Station WMBG—the Red Network outlet in Richmond offers a minute spot—evening time—for only $15.00. A minute on the other leading Richmond Station—night-time rate costs $35.00—Saving: $20.00.

WMBG offers you the Red Network audience — 5000 watts daytime — 1000 watts night—and equal density of coverage—WMBG charges you only for what it covers—a saving of $20.00 on a minute spot—other savings in proportion. Before you buy—get the WMBG story. WMBG-NBC Outlet—Richmond, Va. ★ National Representative, John Blair Company.

Meet the LADIES

MARY McCONNELL

KOB, Albuquerque, is proud of its woman's editor Mary McConnell. And well it might be! Miss McConnell has been broadcasting for ten years and is considered one of the pioneers in the field of home economics. Through her varied activities she has become one of the best known women in New Mexico. In addition to her radio work Miss McConnell is an accomplished actress, being the leading lady of the Albuquerque Little Theater Group. Besides being woman's editor of KOB, Miss McConnell is also the head of the station's continuity department. Popular socially, Miss McConnell frequently addresses various women's organizations and at present is conducting a class in radio at the U of New Mexico.

JUDITH WALLER, educational director of NBC, Chicago, recently was made an honorary member of Zeta Phi Eta, national professional speech arts fraternity. The initiation took place at Northwestern U.

ELAINE JEANNE GOULD has been transferred to the music department of WFIL, Philadelphia, in charge of title clearances. She was formerly secretary to Fred Dodge, assistant to Roger W. Clipp, general manager. Lillian Evans, formerly of the Redfield-Johnson advertising agency, fills the vacated secretarial post.

CHARLES ARLINGTON, formerly of WWJ, Detroit, has resigned from the announcing staff of WFIL, Philadelphia, to join WCAU, replacing Charles Woods, who resigned to devote his time to two commercial programs. Emilie Ruppel was made secretary to assistant manager Ruth M. Lafferty; Peggy Lowrey was named director of copyright to supervise music clearance; Verna Hassett was made studio receptionist; and Elaine Wilhelm was added to the office staff.

TOM FRANDSEN, announcer of KFI-KECA, Los Angeles, is now a full-fledged private pilot.

WILLIAM STRINGER has been named news editor of WOAI, San Antonio. Lucille Garza has joined the WOAI continuity staff and Lucille Myrick has been added to the merchandising and promotion staff. Dwight Bourn, in charge of music at WOAI, on Dec. 18 married Louise Clow.

BILL HERSON, announcer of WBAL, Baltimore, has had his song "Business in Baltimore" accepted by BMI. Orchestral arrangements and sheet music were released Dec. 4. The song's title was taken from WBAL's slogan.

PHIL KALAR, formerly head of community serivce department of WLS, Chicago, has been placed in charge of the music department. Ray Ferris, has been transferred to the production department from the music department.

DOUGLAS CARTER, formerly of WDWS, Champaign, Ill., has joined the announcing staff of WCBS, Springfield, Ill.

HOWARD LONDON, onetime New York correspondent of BROADCASTING and more recently engaged in radio program production, is the father of a girl born Dec. 12.

BOB HALL of CBS Hollywood junior staff, has been promoted to a post in the KNX transcription department. His position of junior staff acting program director has been taken over by Michael McBain. Gilbert Messan has become junior staff production manager, the post formerly held by McBain.

VAN C. NEWKIRK, Hollywood program director of Don Lee Broadcasting System, will participate in the MBS coordinators meetings in New York, Jan. 7 to 9. En route he will stop in Washington to visit relatives.

WENDELL NILES and Arthur Q. Bryan, Hollywood announcer and actor, respectively, on the CBS *Al Pearce Show*, sponsored by R. J. Reynolds Tobacco Co., have been signed as commentators on a forthcoming Warner Bros. tennis film short.

GEORGE McCOY, announcer of WHOM, Jersey City, on Jan. 1 is to join WEAF, New York, where he will conduct the *Broadway Interviews* show, heard as a nightly feature on WHOM for the last 18 months.

GENE GODT, of the news staff of WHO, Des Moines, on Dec. 21 married Bettye Frances Vick.

CARLTON E. MORSE, Hollywood writer-producer of the NBC *One Man's Family* series, sponsored by Standard Brands, Inc., (Tenderleaf tea), has had his picture added to the collection of famous men's photographs at Sacramento (Cal.) Senior High School. He's a graduate.

MARTIN TOBIN, formerly of Kansas City, has joined the KOA, Denver, announcing staff.

BILL GOODWIN, Hollywood announcer-actor, is recovering from pneumonia.

GEORGE FISHER, Hollywood commentator, and Nica Doret, film actress, were married at Las Vegas, Nev., Dec. 14.

BOB PROVENCE is the latest addition to the announcing staff of WMMN, Fairmont, W. Va. He has been campus commentator for the U of West Va., working from the station's Morgantown studios.

RUTH SMELTER, of WICC, Bridgeport, on Christmas Eve announced her marriage in August to William Nielsen.

Early in 1941

FULL TIME on 1060 Kilocycles and 50,000 watts

WBAL means business in Baltimore

WILLIAM SELAH, formerly of KFNF, Shenandoah, Ia., has joined the announcing staff of KTUL, Tulsa. Jack Morris, formerly of WMBH, Joplin, Mo., has also joined the announcing staff of KTUL. Mary Daubin, new to radio, has joined the station's continuity department.

LEE GOLDSMITH, of the production staff of KSAN, San Francisco, has been named publicity director.

BILL ADAMS, farm reporter of KSFO, San Francisco, has been appointed a member of the public Relations Committee of the American Legion.

NATHAN SCOTT, NBC Hollywood page boy, has written a song inspired by the orchestra leader John Scott Trotter. It is titled *John Scotter Trot.*

STUART RICHARDSON WARD, moderator of the *California Council Table* on KSFO, San Francisco, and Margaret Bellinghausen were married recently in Virginia City, Nev.

WARREN BARFIELD has joined the continuity staff of WPTF, Raleigh, N. C.

BILL KARN, formerly of KPDN, Pampa, Tex., KOMA, Oklahoma City, and WFAA, Dallas, has joined the announcing staff of WLW, Cincinnati.

DAVE ROBERTS, formerly in Hollywood radio, has joined the announcing staff of KDYL, Salt Lake City.

MARTIN TOBIN has joined the announcing staff of KOA, Denver.

ROBERT SHIELD, announcer, has been appointed special events supervisor of KDKA, Pittsburgh, by General Manager John Holman.

GORDON GRAY, formerly of WCPO, Cincinnati, on Dec. 23 transferred to the announcing staff of WCKY, Cincinnati.

MRS. HELEN CORNELL has joined KTSA, San Antonio, as assistant to Lew Lacey, manager of the music clearance department.

BARBEE ASHLEY, for the last 10 years a night club entertainer, has joined the announcing staff of WJPR, Greenville, Miss.

GORDON EATON, formerly of WFTL, Fort Lauderdale, Fla., has joined the announcing staff of WGST, Atlanta, replacing Mel Everitt.

HUGH HOLDER, formerly of WDNC, Durham, N. C., has joined the announcing staff of WGBR, Goldsboro, N. C.

WALTER KANER, philatelist and conductor of *The Stamp Man* program on WWRL, Woodside, N. Y., has been appointed merit badge counselor on stamp collecting by the Boy Scouts of America.

DON KEARNEY, formerly of WHAM, Rochester, and WKNY, Kingston, N. Y., has joined the announcing staff of WFAS, White Plains, N. Y.

AL COLLINS, formerly of WSAZ, Huntington, and WLOG, Logan, W. Va., has joined the announcing staff of WKPA, New Kensington, Pa.

BOB SUTTON, script writer, has been appointed assistant music librarian of WCCO, Minneapolis.

PHIL MacMURRAY, announcer of KHJ, Hollywood, has written a new song titled "Yet You Tell Me You Care".

MAURICE WEBSTER, announcer of CBS, Hollywood, and Mrs. Webster have collaborated on an illustrated article titled "How to Photograph Babies", which will appear in *Minicam.* Mrs. Webster took the pictures, with Maurice turning out the 1,500 word story.

JERRY THRAILKILL, formerly of KMMJ, Grand Island, Neb., and KWTO, Springfield, Mo., has joined the continuity staff of KVOO, Tulsa. She also will continue to write scripts for Radio Events Syndicate.

Burke's Background

JAMES F. BURKE, recently appointed assistant director of the CBS program service department, has a wide background in the various phases of network broadcasting. A cum laude graduate of Williams College, he successively served in the CBS news department as secretary to Paul White, CBS director of public affairs, and in a similar capacity to Mr. Lawrence W. Lowman, vice-president in charge of operations. In 1936, he was appointed head of the program information division, and was later placed in charge of program ideas. Before coming to CBS in 1933, Mr. Burke was with the *New York Times.*

Mr. Burke

Maxey to New WDEF

OVELTON MAXEY, formerly manager of WRTD, Richmond, and recently manager of WSTP, St. Petersburg, Fla., has joined WDEF, Chattanooga, as commercial manager. At the new station, which goes on the air Jan. 1, using 250 watts on 1370 kc., he will be associated with Fred Bugg, whom he succeeded at WTSP and who is now manager of WDEF. The Chattanooga station is owned by Joe Engel, local baseball club owner and big league scout. Eugene Wilkey, formerly with WDOD, Chattanooga is program director of WDEF, and J. V. Sanderson, formerly of WAPO, Chattanooga, is chief engineer.

JOHN A. CLARK, who operates a remote studio in West Allis, Wis., for WRJN, Racine, heads a company which has applied to the FCC for a new 250-watt daytime station on 1450 kc. in West Allis. Vice-president and a co-equal stockholder is Otto Freese, local ice cream maker.

Coleman Now at WAGA, WATL Names Comer

WITH resignation Jan. 1 of Maurice C. Coleman as manager of WATL, Atlanta, to take over the sales managership of WAGA, Atlanta Blue network outlet, J. M. Comer Jr., chief engineer of WATL, has been named acting manager of the station. Jerome Elliott, of the WATL sales staff, has been appointed sales manager.

Mr. Coleman

Mr. Coleman, for the last four years manager of WATL and a veteran of 11 years in Atlanta radio, accepted the WAGA post after conversations with George B. Storer, president of the Fort Industry Co., owner of the station, and Don Ioset, manager. Executive director of WATL is James Woodruff Jr.

SINCE 1924, we've watched thousands of youngsters like these grow up . . . go to the State University or Agricultural College . . . marry . . . establish homes of their own. Now new generations are turning their dials to "580" . . . seeking the guidance of WIBW's friendly voice and neighborly personalities.

We're mighty proud of OUR FAMILY . . . over five million fathers and sons, mothers and daughters . . . equally proud that we enjoy the whole-hearted confidence of 1,238,890 homes.

Let us take you into these homes . . . introduce you as our friend . . . tell them the merits of your product. Thousands of advertisers have found this the quickest, surest way to get FAST, PROFITABLE RESULTS thruout Kansas and adjoining states.

WIBW IN TOPEKA "The Voice of Kansas"
COLUMBIA OUTLET FOR KANSAS
BEN LUDY, Gen. Mgr.
REPRESENTED BY CAPPER PUBLICATIONS, INC.
NEW YORK DETROIT CHICAGO KANSAS CITY SAN FRANCISCO

WANT TO CLEAN UP IN BATH (Ky.)?

If you're a-fixing to make a sales splash in Bath Ky., WAVE probably can't work the folks down there into a buying lather for you. But boy!—how we *can* help you clean up in the really big Louisville Trading Area, which accounts for more buying power than all the rest of Kentucky combined! You see, WAVE offers you *people* instead of geography—and bases its rates accordingly! . . . The rest of the story is equally interesting. Want to hear it?

THE BUSINESS OUTLOOK: NEW YORK

(*Continued from page 11*)

plained by an agency handling the advertising for both an auto and a watch manufacturer.

Army camps are providing a new market for cigarettes, foot-ache remedies, shaving paraphernalia and similar masculine products and a number of station representatives reported receiving inquiries from advertisers about stations whose signals cover the various campsites, although not much such business has been actually placed as yet.

Army camps may also become important as program origination points. Already American Tobacco Co. has lined up a number of camp broadcasts of the *Hit Parade* and *Kay Kyser* programs and the *Vox Pop* programs sponsored by Penn Tobacco Co. are shifting their locales from hotel lobbies and street corners to army camps. Although there are no definite plans for doing so, it is expected that other sponsors of audience participation shows will find the camps logical spots from which to bring their programs.

The war in Europe has had little effect on broadcasting here, except as it has inspired the defense program, which in turn has increased advertising generally. If all European ports were closed and exports of watch movements to America shut off, the advertising of these watches would of course be cancelled, but to date a sufficient quantity of movements is being received to maintain advertising and sales at a normal volume.

Nor has the demand of national defense on industry curtailed the production of consumer goods sufficiently to influence broadcast advertising of these goods.

More Local Programs

Several station representatives reported a trend toward an increased use of locally proved programs and a decrease in the number of transcriptions placed by national advertisers, which might be ascribed to improved programming on the part of the stations or to improved salesmanship in merchandising these programs to advertisers and agencies.

Another trend reported by certain representatives was toward increased use by national advertisers of stations in markets of less than 50,000 population, which had been included on very few national lists prior to 1940. As an example of this trend one firm reported that it represents a newspaper in such a market and occasionally takes orders for the paper's station as well although it does not represent the station.

"In 1939 this over-the-transom business, for that's all it amounts to, brought us commissions from this station of $27. In 1940 the station paid us more than $900, not as a result of any increased effort by us, but entirely from orders placed by agencies. The only conclusion we can draw is that radio is proving such an effective medium that advertisers are finding it profitable to use second and third markets as well as major markets in their radio campaigns."

The same thought was expressed by Roy C. Witmer, NBC vice-president in charge of Red Network sales, in explaining that the Red's increased billings in 1940 have been due chiefly to the inclusion of more stations in the networks used by advertisers. "The real basis of all radio increases," he stated, "is the increased appreciation by advertisers of broadcasting as a producer of sales."

Sponsors for Comments Of Fulton Lewis jr. on 30 Stations Last Year

THIRTY stations have carried sponsors for the Fulton Lewis jr. Washington news commentary broadcasts on MBS during 1940, according to a report by Mr. Lewis' manager, William B. Dolph, manager of WOL, Washington. At present 19 stations carry the program on a local sponsorship basis. The 1940 sponsors and stations were listed as follows:

KFEL, Denver, American National Bank of Denver; KFRC, San Francisco, Hastings Clothing Store; KLRH, Midland, Tex., Mackey Motor Co.; KSAL, Salina, Kan., Pittsburg-Midway Coal Co.; KTKC, Visalia, Cal., California Growers Winery; WAAB, Boston, Morris Plan Bank of Boston; WDAK, West Point, Ga., Valley Electric & Appliance Co.; WGH, Newport News, Va., Southern Breweries; WGRC, Louisville, Home Mutual Life Insurance Co. and Lincoln Bank & Trust Co.; WJEJ, Hagerstown, Md., Bowman-Warne; WJW, Akron, Gillette Safety Razor Co.; WLAP, Lexington, Ky., L. R. Cooke Chevrolet Co. and Falls City Brewing Co.; WMPS, Memphis, Tennessee Brewing Co.; WROK, Rockford, Ill., Household Furniture Co.; WSAY, Rochester, N. Y., Rochester Brewing Co.; WTJS, Jackson, Tenn., C. H. Little Co.; KBIX, Muskogee, Okla., Southland Oil Co.; KQV, Pittsburgh, Rosenbaum's Stores; WENY, Elmira, N. Y., Mennen Co.; WMT, Cedar Rapids, Ia., Scott McIntyre Co.; WNBF, Binghamton, N. Y., Hamlin Drug Stores; KGVB, Great Bend, Kan., Falcon Refinery; KPLT, Paris, Tex., North East Texas Motor Lines; KOME, Tulsa, Barnsdall Oil Co.; KHJ, Los Angeles, Desmond's (clothiers); WICC, Bridgeport, Conn., National Policy Division of Federal Life & Casualty Co. of New York. In addition, Mr. Lewis has had sponsors on KFDA, Amarillo, and WCMI, Ashland, Ky.

CBC Sued Over Old CKGW

CANADIAN Broadcasting Corp. is being sued at Toronto for $250,000 damages for alleged breach of lease by Gooderham & Worts Ltd., former operators of the 5,000-watt CKGW, Toronto, which the CBC's predecessor, the Canadian Radio Broadcasting Commission, leased in 1933 and operated as CRCT. Hearings in the case started after several postponements on Dec. 18, and were adjourned on Dec. 21 to Jan. 20. When the CBC built the present 50,000-watt CBL at Toronto, the equipment of the former CKGW was reportedly returned to Gooderham & Worts Ltd. The firm in 1936 was ready to put up a 50,000-watt station to replace the leased station, but could not obtain a license, it was pointed out in court.

Fame for Editors

THE MILLENIUM has arrived for hard-working radio news editors—by-lines at last. WBBM, Chicago, has inaugurated the policy of giving its news editors air credit for stories they have written independently of the station's wire services. The special dispatches are inserted in regular news periods and also are used separately at various times during the day. WBBM listeners now hear: "And now here is a special dispatch written especially for this program by (editor's name) of the WBBM news bureau."

WFBL

SYRACUSE

Here's Proof of Plus Coverage That Means EXTRA Sales . . .

WFBL Pulls 21 Extra Counties Beyond 8-County Primary Area

AGAIN WFBL proves its PLUS pulling power by drawing inquiries from 21 *extra* counties beyond its primary 8-county area—responses from 231 cities and towns in 29 counties. And more—WFBL pulled these inquiries from an announcement broadcast over a Columbia Network Daytime Show with duplicate coverage throughout the state.

Take advantage of WFBL's extra coverage—it means *extra* customers. Let WFBL help you reach more people . . . and step up volume sales. Write or wire WFBL Syracuse, New York, or Free & Peters, Inc., National Representatives.

ONONDAGA RADIO BROADCASTING CORP.

Syracuse, New York

MEMBER BASIC NETWORK COLUMBIA BROADCASTING SYSTEM

National Representatives, Free & Peters, Inc.

1000 watts on 600 k.c. means COVERAGE in Canada's rich Pacific Coast area. That's the story of

CJOR

Vancouver, B. C.

National Representative

Joseph Hershey McGillvra

Clyde Coombs Is Named As Manager of KARM

CLYDE COOMBS, for the last three years CBS account executive in San Francisco, on Jan. 1 became vice-president and general manager of KARM, Fresno, Cal. The appointment was made by W. W. Gardner, manager of the George Harm Estate, owners of KARM, a CBS affiliate.

Mr. Coombs

Mr. Coombs is a graduate of the U of Utah. After leaving college he joined General Electric in Schenectady as an engineer, specializing in broadcasting. He was among the engineers who set up the engineering department of RCA at Camden. Later he went to the Pacific Coast where he was in charge of engineering and sales for the broadcast division of RCA. His next step was to NBC in San Francisco, where he became an account executive. Then he transferred affiliations to CBS in the same capacity. He succeeds Jerry Kilgore, resigned.

Power Boost to 50 kw. Given WKBW, Buffalo

ANOTHER 50,000-watter was added to the country's roster of maximum power stations Dec. 17, when the FCC granted the application of WKBW, Buffalo, a boost in output from 5,000 watts on 1480 kc. A CBS outlet, the station will operate as a I-B transmitter, duplicating with KOMA, Oklahoma City. The stations, under the Havana Treaty reallocation slated to become effective March 29, will move to 1520 kc.

At the same meeting, the FCC also approved an increase in power for KGNC, Amarillo, from 2,500 watts day and 1,000 watts night to 5,000 watts day and 1,000 watts night, full time. WLOG, Logan, W. Va., was given a license modification authorizing full time operation in lieu of daytime only, with 100 watts on 1200 kc.

WELI, New Haven, was given a construction permit to increase night power from 250 watts to 500 watts, and day power from 500 watts to 1,000 watts, on 930 kc.

KLRA Asks 50 kw.

KLRA, Little Rock, now has pending before the FCC an application for 50,000 watts on 1010 kc., under terms of the Havana Treaty reallocation. Now assigned to 1390 kc. with 5,000 watts unlimited time, the station seeks a shift to the 1010 kc. channel, which becomes a Canadian Class I-A assignment under the treaty. KLRA is owned 63% by A. L. Chilton, 16% by the *Little Rock Gazette*, and 10% by R. E. Stueber.

WGES Asks Fulltime

FULLTIME operation, with an increase in power to 5,000 watts on 1360 kc., is sought by WGES, Chicago, in an application filed Dec. 23 with the FCC. The station now shares time with WSBT, South Bend, recently given fulltime on another frequency.

Initial Matter

IN VIRGINIA, VMI and VPI are readily understood abbreviations for the names of two prominent schools—Virginia Military Institute and Virginia Polytechnic Institute. Recently the WRVA, Richmond, program department received a communication from a listener, asking: "You all keep on playing VMI tunes. How about some VPI songs for a change?"

Big Gain Shown In Set Production

Portable Receivers Lead to Much of Phenomenal Rise

PURCHASERS of radio receivers get more for their money each year, according to preliminary figures of the 1939 Census of Manufactures, released Dec. 19 by the Bureau of the Census. With units of radio manufacture rising sharply over 1937, the preceding manufacturing census year, average price per unit had declined substantially by 1939, the Census Bureau figures indicated.

They also showed concretely the tremendous demand built up in the last few years for portable sets and radio-phonograph combinations, along with the steadily growing popularity of table model radios. These factors, and a steady demand for automobile radios, indicate that radio has branched out from the parlor to bedroom, kitchen and bath as well as outdoors.

According to the Census Bureau's survey of the radio and phonograph manufacturing industry, 8,256,250 radios valued at $111,847,649 were produced in 1939 for home and general use, compared with 5,843,569 units valued at $131,526,468 in 1937. This includes 6,965,162 table model radios, a jump from 4,231,191 in 1937, and 1,291,088 console models, a drop from 1,612,378 in 1937.

Portable sets, of which 500,369 units were reported manufactured in 1939, accounted for more than half of the phenomenal rise in the number of battery-operated sets, from 235,049 in 1937 to 1,152,735 in 1939. In addition, 474,823 radio-phonograph combinations were manufactured in 1939, valued at $17,193,408, compared with only 57,807 and a value of $4,567,342 in 1937. Total value of products of the industry, including receivers, transmitters, tubes, phonographs, etc. amounted to $275,870,165 in 1939. It is estimated by the Institute of Radio Engineers that during 1940, a record-breaking year, 11 million radio receivers were manufactured [BROADCASTING, Dec. 15].

Get on WJHP's new highway to Jacksonville's buyways!

NBC BLUE

WJHP

JACKSONVILLE FLORIDA

H. G. WELLS, JR., General Manager

Represented nationally by JOHN H. PERRY ASSOCIATES

WM. K. DORMAN, Mgr., 225 West 39th St., N. Y. CITY

CHICAGO DETROIT ATLANTA PHILADELPHIA

MUMMERS' PARADE CANCELED BY WIP

FIRST repercussions in Philadelphia to the ASCAP feud came when WIP cancelled its broadcast of the traditional New Year's Mummers' Parade Jan. 1. For years, the station has broadcast the colorful parade. This year, faced with the problem of carrying disputed tunes from the more than two dozen bands, the station decided to pass up the event to escape any possible trouble.

At WFIL, Philadelphia, several program changes were necessitated because of the music situation. Daily remote and Saturday night pickups of the Sleepy Hollow Gang, hillbilly group broadcasting from Pennsburg, Pa., were cancelled, making it necessary for the rural entertainers to come into the city and do their broadcasts from the studio so musical selections could be checked. In addition, it was necessary to change the format of two half-hour Saturday morning shows devoted to a Philadelphia high school and a suburban high school.

FIRST prize in a contest sponsored by *Glamour* for the best department store window design went to Louise Steffens, receptionist at KWK, St. Louis. The design was to serve as a means of emphasizing that the store carried clothes featured by the magazine. Miss Steffens gets her choice of any dress featured in the current issue. The prize winning design will probably be used by a St. Louis department store shortly.

STATE & MADISON? NOPE—JUST FIRST 'N' MAIN!

Many a visitor to Fargo has marveled at the big-city busy-ness of this town of 36,000 souls. The answer is easy: Fargo is the buying center of a million-and-a-half other Red River Valley people—prosperous people who account for 46% of all retail purchases in North Dakota, South Dakota and Minnesota [excluding the counties containing Minneapolis and St. Paul].

Isn't it important, then, to use the only station reaching all the Valley—the only NBC station within 190 miles?

WDAY, INC.

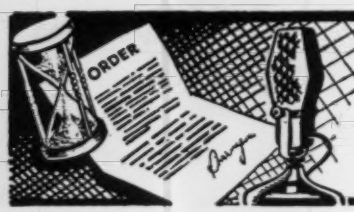
N. B. C.

FARGO, N. D.

940 K. C. . . 5000 WATTS, FULL TIME

Affiliated with the Fargo Forum

FREE & PETERS, Nat'l Representatives



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KDKA, Pittsburgh

American Chicle Co., Long Island City, N. Y., 6 *sa* weekly, thru Badger & Browning, N. Y.
John Morrell & Co., Ottumwa, Ia. (E-Z Cut Ham), 2 *sp* daily, thru Henri, Hurst & McDonald, Chicago.
Kroger Grocery & Baking Co., Cincinnati, 10 *t* weekly, thru Ralph H. Jones Co., Cincinnati.
Bristol-Myers Co., New York (Minit-Rub), 6 *sa* weekly, 52 weeks, thru Young & Rubicam, N. Y.
Piso Co., Warren, Pa. (cough medicine), 2 *sa* weekly, 5 *sa* weekly, thru Lake-Spiro-Shurman, Memphis.
Philadelphia Co., Pittsburgh (electric utility), *sa* series, direct.
Duquesne Brewing Co., Pittsburgh, *sp* series, thru Walker & Downing, Pittsburgh.
Dr. Ellis Sales Co., Pittsburgh (cosmetics), *sa* series, thru Smith, Hoffman & Smith, Pittsburgh.
Phillips Packing Co., Cambridge, Md. (soup), *sa* series, thru Aitkin-Kynett Co., Philadelphia.
Clearfield Taxidermy Co., Clearfield, Pa., 13 *sa*, direct.
Cleveland Cooperative Stove Co., Cleveland (Grand ranges), *sp* series, thru Lang, Fisher & Kirk, Cleveland.
North American Accident Insurance Co., Newark, 3 *sp* weekly, thru Franklin Bruck Adv. Corp., N. Y.
Vick Chemical Co., New York (proprietary), 3 *sa* weekly, thru Morse International, N. Y.
Ludens Inc., Reading, Pa. (cough drops), 180 *sa*, thru J. M. Mathes Inc., N. Y.
Pittsburgh Brewing Co., Pittsburgh, 6 *sp* weekly, thru Smith, Hoffman & Smith, Pittsburgh.
Potter Drug & Chemical Corp., Malden, Mass. (Cuticura), 12 *sa* weekly, thru Atherton & Currier, N. Y.
F. Ad Richter, Brooklyn (proprietary), 3 *sa* weekly, thru H. W. Kastor & Sons, Chicago.
K. A. Hughes Co., Roxbury, Mass. (Salicon), *sa* series, thru Badger & Browning, Boston.
Standard Vitamin Corp., New York (Candicod), 26 *sa*, thru Al Paul Lefton Co., Philadelphia.

WHN, New York

King David Memorial Park, New York, 4 *sp* weekly, 52 weeks, thru Raymond Spector Co., N. Y.
Morris Plan Industrial Bank, New York, 6 *sa* weekly, 10 weeks, thru Gotham Adv. Agency, N. Y.
Bond Stores, New York (clothes), daily *sa*, 4 days, thru Neff-Rogow, N. Y.
American Writing Machine Co., New York (typewriters), 3 *sa* weekly, thru Leeford Adv. Agency, N. Y.
Local Loan Co., Chicago, 6 *sp* weekly, thru Geo. H. Hartman Co., Chicago.
Plough Inc., Memphis (nose drops, inhaler, aspirin), 12 *sp* weekly, 52 weeks, thru Lake-Spiro-Shurman, Memphis.
Gottfried Baking Co., New York (Hanscom and Golden Crust bread), 6 *sp* weekly, 52 weeks, thru Ideas Inc., N. Y.

KPO, San Francisco

Regal Amber Brewing Co., San Francisco, weekly *sp*, thru M. E. Harlan, San Francisco.
North American Accident Insurance Co., Newark, 3 *t* weekly, thru Franklin Bruck Adv. Corp., N. Y.
Southern Pacific Co., San Francisco, 5 *sa* weekly, thru Lord & Thomas, San Francisco.
Denalan Co., San Francisco (dental plate cleanser), weekly *sa*, thru Rufus Rhoades & Co., San Francisco.
Art Metal Works, Newark (Ronson lighters), 5 *sa* weekly, thru Cecil & Presbrey, N. Y.

KGO, San Francisco

Gernhardt-Strohmaier Co., San Francisco (stoves), 2 *sa* weekly, direct.
Kilpatrick's Bakery, San Francisco (chain), 5 *sa* weekly, thru Emil Reinhardt, San Francisco.
Moore's Ltd., San Francisco (men's store chain), 6 *sa* weekly, thru Long Adv. Service, San Francisco.
Sonotone Co., San Francisco (hearing aids), 3 *sa* weekly, thru M. E. Harlan, San Francisco.

KECA, Los Angeles

Guaranty Union Life Ins. Co., Beverly Hills Cal. (insurance), 52 *sp*, thru Stodel Adv. Co., Los Angeles.
C. H. Baker & Co., Los Angeles (shoe chain), 5 *sa* weekly, thru Sidney Garfinkel Adv Agency, Los Angeles.
Occidental Life Ins. Co., Los Angeles, weekly *sp*, thru Heintz, Pickering & Co., Los Angeles.

KNX, Hollywood

Sears, Roebuck & Co., Los Angeles, 52 *sa*, thru Mayers Co., Los Angeles.
C. H. Baker Co., Los Angeles (shoes), 6 *sp* weekly, thru Sidney Garfinkel Adv. Agency, Los Angeles.
California Grown Sugar Group, San Francisco (beet sugar), 6 *sp* weekly, thru Botsford, Constantine & Gardner, San Francisco.

KFBB, Great Falls, Mont.

Grove Labs., St. Louis (Bromo Quinine), 65 *sa*, thru J. Walter Thompson Co., Chicago.
American Dairy Assn., Chicago (butter), 330 *sa*, thru Lord & Thomas, Chicago.
United Drug Co., Boston (Rexall), 12 *t*, thru Spot Broadcasting, N. Y.

WKRC, Cincinnati

Little Crow Milling Co., Warsaw, Ind. (Coco Wheats), 6 *sp* weekly, thru Rogers & Smith, Chicago.

FIRST of those 1,000 birthday cakes distributed on the 10th anniversary of WGAR, Cleveland, went to Mayor Harold H. Burton (left) of Cleveland, who accepted the culinary gem from Manager John F. Patt of WGAR.

KHJ, Los Angeles

Thrifty Drug Co., Los Angeles (chain), 90 *sa* and *ta*, thru Milton Weinberg Adv. Co., Los Angeles.
Dr. Hiss Clinic & Classified Shoes, Los Angeles (chain), weekly *sp*, thru Foot Health Adv. Alliance, Los Angeles.
Fels & Co., Philadelphia (Fels Naptha soap), 6 *sp* weekly, thru S. E. Roberts, Philadelphia.
Feltman & Curme Shoe Stores, Los Angeles (chain), 7 *sa* weekly, thru Advertising Arts Agency, Los Angeles.
Musterole Co., Cleveland (Musterole & Zemo), 5 *ta* weekly, thru Erwin, Wasey & Co., N. Y.
Lydia E. Pinkham Medicine Co., Lynn, Mass. (proprietary), 5 *ta* weekly, thru Erwin, Wasey & Co., N. Y.
Eckert Brewing Co., Los Angeles (beer), 6 *sa* weekly, thru Chas. H. Mayne Co., Los Angeles.

KXOK, St. Louis

Peter Paul Inc., Naugatuck, Conn. (Ten Crown gum), *ta* series, thru Platt-Forbes, N. Y.
American Dairy Assn., Chicago (institutional), *ta* series, thru Lord & Thomas, Chicago.
Folger Coffee Co., Kansas City, 5 *t* weekly, thru R. J. Potts & Co., Kansas City.
Standard Oil Co. of N. J., New York (Nujol), 5 *t* weekly, thru McCann-Erickson, N. Y.
North American Accident Insurance Co., Newark, 3 *t* weekly, thru Franklin Bruck Adv. Corp., N. Y.
Mentho-Kremo Co., Chicago (M-K cough drops), *ta* series, thru Albert Kircher Co., Chicago.

KFI, Los Angeles

John Morrell & Co., Ottumwa, Ia. (E-Z Serve loaves), 5 *sp* weekly, thru Henri, Hurst & McDonald, Chicago.
Guaranty Union Life Ins. Co., Beverly Hills, Cal., 52 *sp*, thru Stodel Adv. Co., Los Angeles.
Smart & Final Co., Wilmington, Cal. (food products), 3 *sp* weekly, thru Heintz, Pickering & Co., Los Angeles.
National Funding Corp., Los Angeles (finance), 4 *sp* weekly, thru Smith & Bull Adv., Los Angeles.

WICC, Bridgeport, Conn.

Continental Baking Co., New York (Wonder bread), 20 *sa*, thru Benton & Bowles, N. Y.
Packard Motor Car Co., Detroit, 14 *sa*, thru Young & Rubicam, N. Y.
Ford Motor Co., Detroit, *sa* series, thru McCann-Erickson, N. Y.
National Carbon Co., New York (Prestone), 26 *sa*, thru J. M. Mathes Co., N. Y.
Minwax Co, New York (wax), 20 *sa*, thru W I. Tracy Inc., N. Y.

WGN, Chicago

Washington State Apple Adv. Commission, Wenatchee, Wash., 5 *ta* weekly, thru J. Walter Thompson Co., Hollywood.
Bond Stores Inc., New York (men's clothing), daily *sp*, thru Neff-Rogow, N. Y.

KOA, Denver

Bay Petroleum Corp., Denver, 2 *sp* weekly, thru Raymond Keane Adv. Agency, Denver.
Dwarfies Corp., Council Bluffs (cereal), weekly *sa*, thru Buchanan-Thomas Adv. Agency, Omaha.

WMCA, New York

Dime Savings Bank, Brooklyn, 8 *sp* weekly, 52 weeks, thru Austin Adv., N. Y.
Howard Inches Products, Chalfont, Pa. (vitamin and health foods), 3 *sp* weekly, 52 weeks, thru W. I. Tracy, N. Y.
Musterole Co., Cleveland (Musterole & Zemo), *sa* series, 26 weeks, thru Erwin, Wasey & Co., N. Y.
Dawn Publishers, Brooklyn (religious publications), weekly *sp*, 52 weeks, thru Blackstone Co., N. Y.
Fairmont Creamery Co., Omaha, (dairy products), 3 *sp* weekly, 52 weeks, thru Plaza Adv., N. Y.
Reid Mundoch & Co., Chicago (Monarch foods), 6 *sa* weekly, 52 weeks, thru Rogers & Smith Adv., Chicago.
Grove Labs., St. Louis (Bromo Quinine), *sp* series, 20 weeks, thru J. Walter Thompson Co., N. Y.
C. A. Briggs Co., Cambridge (H. B. cough drops), 2 *sa* weekly, 16 weeks, thru Horton-Noyes Co., Providence.
Packard Motor Car Co., Detroit (auto show), 8 *ta*, thru Young & Rubicam, N. Y.
Optical Membership Plan Inc., New York, 5 *sp* weekly, *ta* series, direct.
Madison Personal Loan Co., Jamaica, weekly *sp*, placed direct.
Continental Baking Corp., New York (Wonder bread), 26 *sa*, thru Benton & Bowles, N. Y.

WNEW, New York

American Fruit Growers, New York (Blue Goose fruit), 4 *sa* weekly, 13 weeks, thru Walker & Downing, N. Y.
Monarch Wine Co., New Cork, 6 *sp* weekly, thru Arthur Rosenberg Co., N. Y.
Crosley Distributing Corp., New York (radios), 3 *sp* weekly, 5 weeks, direct.
Smith Bros., Poughkeepsie, N. Y. (cough drops), 3 *sa* weekly, thru J. D. Tarcher Co., N. Y.
Rum & Maple Tobacco Corp., New York, 6 *sp* weekly, thru Arthur Rosenberg Co., N. Y.
Beaumont Labs., St. Louis (4-way cold tablets), 25 *sa* weekly, 13 weeks, thru H. W. Kastor & Sons, Chicago.
Roxy Theatre, New York (20th Century Fox Film release), 11 *sa* weekly, thru Kayton-Spiero Co., N. Y.

WBNX, New York

Adam Hat Stores, New York, 24 *sa* weekly, direct.
Fairmount Creamery Co., New York (Fairmount butter), 2 *sp* weekly, thru Joshua Epstein Agency, N. Y.
Banco de Napoli Trust Co., New York, 6 *sp* weekly, direct.
Stanback Co., Salisbury, N. C. (headache powders), 6 *sa* weekly, thru Klinger Adv. Corp., N. Y.
Garcia Wine Corp., New York (wine), 6 *sa* weekly, direct.

WINS, New York

Madison Long Island Personal Loan Co., 21 *sa* weekly, 13 weeks, thru Klinger Adv. Corp., N. Y.
Compleat Collector Publishing Co., New York, 3 *sp* weekly, 15 weeks, thru H. Wallace Campbell, N. Y.

KDYL, Salt Lake City

General Cigar Co., New York (Van Dyck), 26 *sp*, thru Federal Adv. Agency, N. Y.

Sold Out

MESSER CANDY Co., Cincinnati, bought 15 spot announcements on WCKY to extol the virtues of its Mayfair chocolates as Yule gifts, listing dealers. Two days before Christmas, the sponsor phoned the station and asked it to use the remaining spots to wish its customers a Merry Christmas. "We're all sold out of Mayfair chocolates and hard candy," he said, "and now we're getting ready for a record Easter business."

Radio Advertisers

EGOFOAM PRODUCTS Co., New York (shampoo), which had done no advertising of any kind prior to a recent 13-week participation on Ida Bailey Allen's *Homemaker's Hour* on WMCA, New York, is reported considering a half-hour variety program on a New York station. Distribution of product is at present confined to the metropolitan area. Bob Wheaton Productions, New York, handles the account.

STANCO PRODUCTS, New York, makers of Mistol, Nujol and Flit, have dropped their transcribed serials, *Career of Alice Blair* and *Meet Miss Julia*, as of Dec. 28, with advertising plans for 1941 uncertain. McCann-Erickson, New York, agency on the account, expects radio to be included in the new campaign, however.

HAROLD PHREN Inc., Springfield, Ill. (Dodge and Chrysler dealer), is sponsoring a thrice-weekly *Post Card Auction* on WCBS, Springfield. Program is written by Briggs-Hoffman features, St. Louis.

WIEBOLDT STORES, Chicago (department chain), on Dec. 23 renewed for 52 weeks its thrice weekly half-hour *Musical Clock* series on WMAQ, Chicago. Agency is Needham, Louis & Brorby, Chicago.

WILSON & Co., Chicago (Ideal Dog Food), on Jan. 15 starts a six-weekly 10-minute news period on WOW, Omaha, and on Feb. 1 starts six weekly spot announcements on KDKA, Pittsburgh. Both contracts are for 52 weeks. In addition on Dec. 23 firm renewed its six-weekly five-minute news period on WMAQ, Chicago. U. S. Adv. Corp., Chicago, handles the account.

JOHN MORRELL & Co., Ottumwa, Ia. (Dog Food), on Dec. 16 started a five-weekly 10-minute news period on KMBC, Kansas City. On Jan. 1 the firm renews for 52 weeks *Doggie Dan* on WMAQ, Chicago. Henri, Hurst & McDonald, Chicago, handles the account.

MODERN FOODS Inc., Los Angeles (Hasty Pastry Pie Crust dough), recently organized, is sponsoring thrice weekly participation on *Sunrise Salute*, KNX, Hollywood. Contract is for 13 weeks ending March 14. Agency is W. C. Jeffries Co., Los Angeles.

SECURITY-FIRST NATIONAL BANK, Los Angeles (loans and investments), in a Southern California campaign, on Jan. 1 starts using nightly station-break announcements on KFI KTMS KMJ KXO KVEC. Contract is for 26 weeks. Agency is Dana Jones Co., Los Angeles.

STANDARD OIL Co., of California, one of the oldest users of radio time signals in the West, on Jan. 1 renewed for 52 weeks its time signal spots on all the major stations in the key markets in six Western States—California, Washington, Oregon, Utah, Arizona and Idaho. Standard thus enters its eighth year as a consistent user of time signal announcements. Agency is McCann-Erickson, San Francisco.

ROMA WINE Co., Lodi, Cal. (wines) recently expanded the list of stations carrying its thrice-weekly *What Do You Think*, Monday, Wednesday, Friday, 6:45-7 p.m. (PST), to a total of 23 when it added three Utah stations —KLO, Ogden; KEUB, Price, and KOVO, Provo. Three stations in Arizona and 17 in California release the program. Account is handled by Cesana & Associates, San Francisco.

MASTER PHOTO FINISHERS ASSN., Los Angeles, new to radio, on Dec. 22 started sponsoring a weekly one hour audience participation game, titled Swingo, on KFWB, Hollywood. Contract is for 52 weeks. Participants secure game cards from neighborhood drug stores or other concerns using the sponsor's service. More than 130 prizes are awarded weekly. Al Jarvis conducts the program, with musical interlude supplied by Leon Leonardi's orchestra. A different nationally known composer is also featured each week as special guest. Smith & Bull Adv., Los Angeles, is the agency, with John Cohan, account executive.

HOFFMAN CANDY Co., Los Angeles (wholesalers), using two spot announcements weekly on KNX and KECA, and one each week on KHJ, during the holiday season, plans to continue its campaign through January. Agency is The Mayers Co., Los Angeles.

SANTA FE VINTAGE Co., Los Angeles (wines), new to radio, in a six-week test started Dec. 7 is using five spot announcements weekly on KHJ, that city. Firm plans to include other Southern California stations in January. Agency is West & Associates, Los Angeles.

Clipper Craft Drive

TRIMOUNT CLOTHING Co., Boston (Clipper Craft Clothes), will start a spring spot campaign on about 40 stations about March 15. One-minute transcribed dramatized announcements will be used, staggered on a basis of three times a week to once a day in various markets. Sponsor has recently purchased on WLW, Cincinnati, a quarter-hour news commentary heard Sundays from 11-11:15 p.m. Emil Mogul Co., New York, is agency.

DODGE DEALERS of Chicagoland in mid-December moved the weekly half hour *Hall of Sport* from WGN, Chicago, to WBBM, same city. The program features a board of sports experts who answer questions submitted by listeners, and is placed by Ruthrauff & Ryan Inc., Chicago.

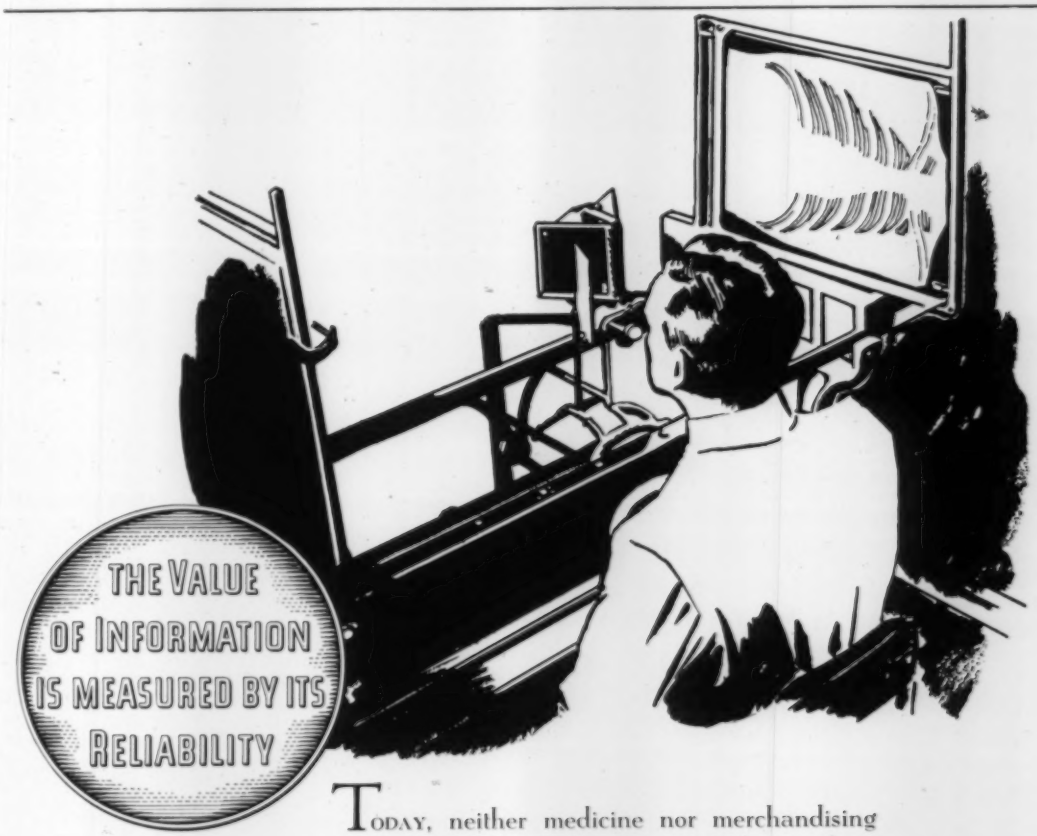
WINCHARGER Corp., Sioux City, Ia. (windmills and antenna towers) is sponsoring a three-times weekly series on KSCJ, originating in the company's factory. Announcer Charles Sebastian visits a different department of the factory for each broadcast.

TO PLUG the picture, "Love Thy Neighbor", starring Fred Allen and Jack Benny, Paramount Pictures, New York, purchased a quarter-hour on WOR, Newark. Program, which originated in front of the Paramount Theater, New York, the night of the premiere, consisted of interviews with screen and radio celebrities. Buchanan & Co., New York, is the agency.

CHASE NATIONAL BANK, New York, has renewed on WJZ, New York, for another 13 weeks starting Dec. 24 the Tom Powers 10-minute commentary, titled *But That's Not New York*, Tuesdays and Thursdays, 7:30-7:40. Albert Frank-Guenther Law, New York, is the agency.

CLICQUOT CLUB Co., Chicago, Ill. (Clicquot Club), on Dec. 25 started a 13-week schedule of 15 spot announcements weekly on WGN and WCFL, Chicago, and WIND, Gary, Ind. Schwimmer & Scott, Chicago, is agency.

HEILEMAN BREWING Co., La-Crosse, Wis. (Old Style Lager), uses radio for the first time in sponsoring five weekly spot announcements on WGN, Chicago, effective Jan. 1. L. W. Ramsey Co., Chicago, is agency.



TODAY, neither medicine nor merchandising can diagnose wisely from mere surface indications. That's why we consider it our job to dig for the basic factors affecting any spot-broadcasting situation, and to present them without color or bias.

JOHN BLAIR & COMPANY

National Representatives of Radio Stations

CHICAGO	NEW YORK	DETROIT	ST. LOUIS	LOS ANGELES	SAN FRANCISCO
520 N. Michigan Ave.	341 Madison Avenue	New Center Bldg.	455 Paul Brown Bldg.	Chamber of Comm. Bldg.	608 Russ Building
SUPerior 8659	Murray Hill 9-6084	Madison 7889	Chestnut 4154	Prospect 3584	Douglas 3188

FEDERAL OUTFITTING Co., Los Angeles (chain clothiers), out of radio for some time, on Jan. 3 starts sponsoring the weekly quarter-hour contest program, *Radio Charades*, on 3 Southern California Don Lee network stations (KHJ KFXM KPMC), Fri., 7:15-7:30 p.m. Contract is for 13 weeks. Written by Walter Guedel, the series will be produced by Fred Becker, radio director of Heintz, Pickering & Co., Los Angeles, agency servicing the account. Dave Young will conduct the program, with 80 merchandise certificates awarded weekly. Firm, in addition, on Jan. 17 starts sponsoring a thrice-weekly quarter-quarter-hour early morning program on KNX, Hollywood. Program details are now being worked out.

AGNEW-SURPASS SHOE Stores Ltd. (chain) has expanded its weekly half-hour *Fun Parade* on CFRB, Toronto, by recording the show, the transcriptions starting Dec. 12 on CJKL, Kirkland Lake, Ont.; CKSO, Sudbury, Ont.; CKGB, Timmons, Ont. Account was placed by Dickson & Ford Ltd., Toronto.

BREAKFAST CLUB COFFEE Inc., Los Angeles (coffee), formerly a consistent user of West Coast spot radio, on Jan. 7 starts sponsoring twice weekly the *Voice of Friendship*, with Rita Murray, commentator, on three CBS California stations—KNX, KARM, KSFO—Tuesday, and Thursday, 7:45-8 a.m. Contract is for 52 weeks. Lockwood-Shackelford Adv. Agency, Los Angeles, has the account.

Clear All Wires

KIDO, Boise, Ida., claims a real radio first and defies anyone to dispute it. The Rocky Mountain Syrup Co., a new concern, has purchased two 25-word announcements on the station. But the sales manager of the firm was so enthusiastic about his new radio "program" that he purchased space in a Boise paper to inform listeners that Rocky Mountain was on the air. The ad read: "Rocky Mountain Syrup Company's Sourdough Syrup on the Air over KIDO Monday and Saturday between 7 and 8 a.m."

REGAL AMBER BREWING Co., San Francisco (beer and ale) has renewed for 52 weeks its quarter-hour *Regal Amblings*, featuring Herb Caen, *Chronicle* columnist, on KPO, San Francisco, Mondays, 8:15-8:30 p.m. Agency is M. E. Harlan, San Francisco.

EUCLID CANDY Co. of Cal., San Francisco (Red Cap candy) on Dec. 16 started a weekly series *Junior G-Man*, featuring Jack Goodman and Don Victor, Mondays, 5:15-5:30 p.m., on KFRC, San Francisco. Sidney Garfinkel Adv. Agency, San Francisco, is agency.

ROBINSON LABORATORIES, Philadelphia, has cut a series of 24 transcribed announcements for Parisian Tailors, Philadelphia, for use on the tailoring concern's nightly *Night Club of the Air* on WPEN, Philadelphia. Announcements were by Tom Livezly, of the station staff.

BRAUN BAKING Co., Pittsburgh (bakery goods), is currently sponsoring five-weekly quarter-hour programs featuring the *Dream Weaver* on KDKA, Pittsburgh. For the second consecutive season the firm is sponsoring the Pittsburgh portion of the Mutual cooperative program *Show of the Week* on WCAE. W. E. Long Co., Chicago, is agency.

NATIONAL FUNDING Corp., Los Angeles (finance), a heavy and consistent user of West Coast radio time, is currently sponsoring a daily quarter-hour newscast on KGO, and four similar programs each week on KFI, as well as 10 minute news periods on KPO, five times weekly. In addition, the firm is using a five-minute program, *Seven Top News Stories of the Day*, five times weekly, on KSFO and KNX, and daily participation in Rise & Shine on KHJ. A total of 126 time signal announcements are being sponsored weekly on KWJJ, with 35 per week on KEX and 14 on KGW. Smith & Bull Adv., Los Angeles, has the account.

BETH WEBER'S CHARM SCHOOL, Chicago, on Dec. 11 started a weekly quarter-hour program entitled *Smart Set* on WJJD, Chicago. The program is conducted by Rosemary Wayne who interviews radio, stage and screen stars. Effective Jan. 1, firm will increase its schedule to thrice-weekly. Account was placed direct.

OCCIDENTAL LIFE INSURANCE Co., Los Angeles, out of radio for approximately three years, in a 13-week test campaign ending March 27 is sponsoring the weekly half-hour *School Kids Kwiz* on KECA, that city. Agency is Heintz, Pickering & Co., Los Angeles.

GROVE LABS., St. Louis (Bromo Quinine), on Dec. 9 started a 13-week schedule of five-weekly one-minute transcribed announcements on KFBB, Great Falls, Mont.; KIDO, Boise, Ida.; KGHL, Billings, and KOH, Reno. J. Walter Thompson Co., Chicago, handles the account.

Fight Funds to Charity

WHEN THE Jacob Ruppert Brewery, New York, sponsored on WINS, New York, the broadcast of the Diamond Belt Amateur Boxing Championships held Dec. 6 in Madison Square Garden, both the station and the agency handling the account, Ruthrauff & Ryan, New York, donated all revenue from the broadcast to the New York Milk Fund, under whose auspices the bouts were held.

FRIDAY the 13th, last, was natal day for Peter Grant, chief of the announcing staff of WLW-WSAI, Cincinnati, so Crosley friends sent him a singing telegram. Grant almost fell over the piano when he observed that the singing messenger boy accompanied himself on the piano.

Now Believes in 13th

HAROLD DAVIS, program director of WDAS, Philadelphia, had planned a program debunking "Friday the 13th" as one of ill omen, but now believes implicity in the myth. Mirrors were to be broken in front of the microphone; a black cat was to be chased in front of the announcer and an announcer was to carry the microphone under a ladder set up in the studio. At the last minute, Davis rushed into the studio with the last part of the script which stated definitely there was no truth to the legend, only to trip over the microphone cord, break a tooth and the microphone.

Morrell Extending

JOHN MORRELL & Co., Ottumwa, Ia. (E-Z Cut Ham), on Jan. 1 renewed for 26 weeks its weekly participation in *Women of Tomorrow* on WJZ, New York. Other renewals include: five-minute participations in *Home Forum* and *Shopping Circle* on KDKA, Pittsburgh, effective Dec. 4 for 26 weeks and presented twice daily on different days; five quarter-hour programs weekly featuring Ty Tyson on WWJ, Detroit, effective Nov. 4 for 26 weeks; thrice-weekly four-minute participation in *Mildred Carlson's Home Forum* program on WBZ, Boston, effective Nov. 1; five-daily one-minute participation in *Ruth Chilton's Household* program on WSYR, Syracuse, effective Nov. 11. The firm renewed Dec. 29 on behalf of Red Heart dog food *Bob Becker's Chats About Dogs* on 52 NBC-Red stations and WGN, Sunday, 3:45-4 p.m. Henri, Hurst & McDonald, Chicago, handles the account.

Our Pledge for 1941:

GUARANTEED TIME

For National Spot Advertisers in BALTIMORE

NOTE: Right now there are several popular "live talent" shows with ready-built audiences available for sponsorship. Write for details or see your Petry representative.

WFBR

National Representative: Edward Petry & Co.

★ ON THE NBC RED NETWORK ★

A MONEY MAGNET!

WAIR advertisers CASH IN on the magnetic force we've built in this money-making, money-spending territory. Better hurry up and JOIN—

WAIR

Winston-Salem, North Carolina

National Representatives

International Radio Sales

KSCJ SIOUX CITY IOWA

The JOURNAL

5000 WATTS DAY

1000 WATTS NITE

The ONLY Radio Transmitter of this or greater power within 75 miles of Sioux City

Right to Perform Records Sustained

Supreme Court Refuses Plea To Review Whiteman Case

BROADCAST stations are free to perform phonograph records without fear of paying monthly fees to the record manufacturers or performing artists by virtue of the refusal Dec. 16 of the Supreme Court to review the decision of the U. S. Circuit Court of Appeals in the RCA-Whiteman test case.

By declining to grant certiorari, the highest tribunal in effect sustained the opinion of the Circuit Court rendered last July 25, in which it held that a broadcaster may buy ordinary phonograph records and use them on the air without the necessity of obtaining permission from either the manufacturing company or the recording artist. Thus, the appellate court's decision represents the law in all States save Pennsylvania, where a different rule prevails because of a State Supreme Court decision in the Waring vs. WDAS case.

RCA and the National Assn. of Performing Artists sought to have the Supreme Court review the appellate court's decision. The appellate court had reserved an opinion of the Federal District Court in New York, which had held that both manufacturing company and artist possessed restrictive rights.

Possible State Suits

Whether there will be new litigation on this issue, of primary importance to independent stations, is conjectural. So far as could be ascertained, RCA Mfg. Co. will not attempt further litigation, for the present in any event. NAPA, formed for the specific purpose of seeking revenue for recording artists if their words are performed is expected to file additional suits in New York and probably in other areas, in an effort to establish the right of the performing artists against purported record competition.

The NAPA procedure, is is understood, probably will be to bring actions in State courts rather than in Federal tribunals, and establish State laws which might take precedence over the strong decision of the Federal appellate court.

While the Supreme Court did not hand down a written opinion in refusing certiorari, NAPA spokesmen entertain the view that the refusal to review was based on the conclusion that no Federal question was involved and that the matter is purely one of New York State law.

Following the opinion of Federal Judge Vincent L. Leibell in August, 1939, holding that the manufacturer and artist possessed restrictive rights, RCA announced a licensing plan under which stations would pay royalties for performance of records, ranging up to $300 per month. When WNEW, N. Y., appealed the case, RCA held in abeyance its licensing plan. Other record companies also considered licensing arrangements but suspended activity once the appeal was noted. NAPA financed the litigation for Paul Whiteman. The WNEW expense was underwritten by NAB, which retained Stuart Sprague and Col. Joseph M. Hartfield of New York as special counsel.

TRANSCRIPTIONS

COLUMBIA Recording Corp. has completed arrangements with Lang-Worth Feature Programs to record all of their 1941 library of non-ASCAP music at CRC's studios in New York, according to William A. Schudt, general manager of the CRC transcription division. Some 400 of the Lang-Worth basic library selections were recently recorded by CRC and the balance, comprising some 1700 numbers, are masters recently reprocessed by CRC from which new pressings have been mnaufactured.

ROY ROGERS Inc., Hollywood production unit, has filed articles of incorporation with the California Secretary of State in Sacramento. Firm, temporarily established in North Hollywood, has been organized to produce motion pictures, live and transcribed shows, and phonograph recordings. Personal management of talent is also included. Roy Rogers, cowboy film actor, is listed as president, with Lou Fulton, free lance writer-producer, vice-president, Cecil Schley is secretary-treasurer, and Sam Houston Allan, counselor.

VARIETY INVESTMENTS PTY. Ltd., Melbourne, Australia, with headquarters at 239 Collins St., has taken over studios and equipment of the recording division of the Victorian Broadcasting Network. Although incorporated as a separate company, it will function for the network, and in addition engage in general recording business. David F. Syme is managing director, with R. A. Fitts, general manager and chief engineer.

RADIO HOUSE Inc., new radio production and transcription recording company, has opened offices at 18 E. 50th St., New York. Martha Jayne Rountree, former advertising agency executive and Walter Royall, formerly with NBC, head the organization. Telephone number is Eldorado 5-1860.

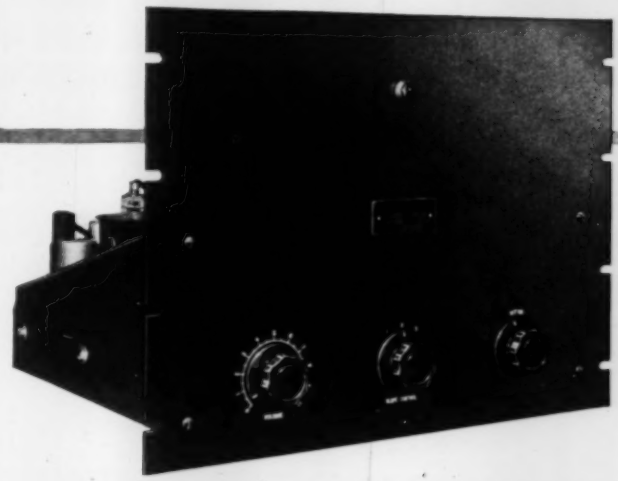
FTC Actions

CRAZY WATER Co., Mineral Wells, Tex., has been ordered by the Federal Trade Commission to stop alleged misrepresentations in advertising, via radio and other media, for Crazy Mineral Water, Crazy Water Crystals and Crazy Fiz, according to a Dec. 21 FTC announcement. Charles H. Phillips Chemical Co., New York, also has been cited to stop certain representations in radio and other advertising for Phillips' Milk of Magnesia Cleansing Cream and Texture Cream; Primrose House Sales Co., New York, ordered to stop certain representations via radio and other media for Delo skin cream. The FTC has issued complaints, alleging misleading advertising claims, against The Thomas Management Corp., Chicago, for hair preparations and treatment, and Hy-Pen Corp., Matoaka, W. Va., for Hy-Phen, proprietary. Parker Pen Co., Janesville, Wis., and W. A. Sheaffer Pen Co., Fort Madison, Ia., recently cited for alleged misrepresentations in advertising for their "lifetime" fountain pens, in mid-December answered the FTC complaints, maintaining that the pens will last for the lifetime of any purchaser if he avails himself of the provisions of the advertised guarantees. Fram Corp., East Providence, R. I., has stipulated to stop certain representations for the Fram Oil & Motor Cleaner.

NOW YOU CAN MAKE

ORTHACOUSTIC

PRESTO RECORDINGS



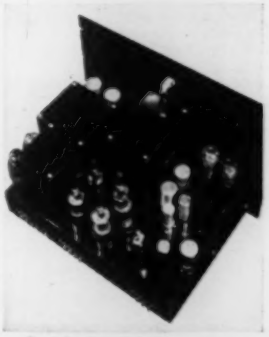
NEW PRESTO 88-A

With the development of the new 88-A, 50 watt recording amplifier, Presto offers you for the first time a completely calibrated instantaneous recording system. The frequency response of the 88-A amplifier is matched to the characteristics of both the Presto 1-C cutting head and the Presto recording disc. Changes in response due to varying groove diameter are taken care of by the Presto 160-A automatic equalizer.

Using this complete system you can make Presto instantaneous recordings which will reproduce a frequency range from 50 to 9,000 cycles, uniformly, from start to finish.

A selector switch on the 88-A control panel pre-emphasizes the high frequency response to match the NBC Orthacoustic or either of the two high fidelity lateral reproducing systems now standardized in most broadcasting stations.

The 88-A amplifier has a gain of 85 db providing all the amplification necessary between your program lines or preamplifiers and the cutting head. The power output is 50 watts with 1% distortion. It mounts on a 14" x 19" rack panel and has a built-in power supply. List price is $250.00.



Add the 88-A amplifier and Presto 1-C cutting head to your recording installation. The results will be a revelation to you. Complete specifications are given in a new Presto catalog sheet just issued.

PRESTO RECORDING CORPORATION
242 West 55th Street, New York, N. Y.
World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs

THE BEST SELLING *Quality* COMMUNICATIONS RECEIVER

Here is one of the many reasons for Hallicrafters supremacy in the amateur communications field. The new 1941 SX-28 gives you top quality performance plus the finest precision craftsmanship obtainable.

Check all these improved features! 15 tubes—6 bands—Frequency range 550 kc. to 42 mc.—Two stages preselection—Electrical bandspread on ALL BANDS including international short wave band—Calibrated bandspread inertia controlled—Micrometer scale tuning inertia controlled—Tone and AC On-Off—Beat Frequency Oscillator—AF Gain—RF Gain—Crystal phasing—Adjustable noise limiter—Send-receive switch—80, 40, 20 and 10 meter amateur bands calibrated—Wide angle "S" meter—Band pass audio filter—Improved signal to image and noise ratio—Push-pull high fidelity, audio output—6 step wide range variable selectivity—Phone jack—Improved headphone output. Dimensions 20½" x 10" x 14¾". Model SX-28 with crystal and tubes. $159.50.

the hallicrafters inc.
CHICAGO, U.S.A.

USED BY 33 GOVERNMENTS
SOLD IN 89 COUNTRIES

Broadcasters in Canada to Consider Plan for a Permanent Paid President

By JAMES MONTAGNES

THE Canadian Assn. of Broadcasters will appoint a permanent paid president at its annual meeting in Montreal Jan. 20, according to Harry Sedgwick, of CFRB, Toronto, CAB president for five years.

"CAB business has taken an increasing amount of time in the past few years," Mr. Sedgwick said, "and the directors at our recent meeting in Montreal considered the selection of a person suitable to carry on the full time job of president, with its frequent trips to Ottawa to discuss matters with the Canadian Broadcasting Corp., to handle an increasing amount of details with agency executives, and an increasing amount of executive work in dealing with problems presented by the station members."

Rapid Growth

The CAB has grown under Sedgwick's guidance from a small group of station owners to an organization embracing practically all privately-owned stations. Problems of operating a privately-owned system and a government-owned system as the CBC, which also has control over the private stations, continue to grow. With the advent of BMI (Canada) Ltd. duties of the CAB president have increased materially.

Canadian broadcasters have not yet been fully acquainted with the plan, except as discussed by the CAB directors representing eastern and western Canadian stations. The directors have looked over the field but no announcement of possible appointees has been made. Increased dues to pay the salary of the permanent president will be discussed at the conventions. Dues were doubled at the 1940 convention, from peak quarter-hour rate to peak half-hour rate, bringing in about $22,000 for the year.

CBY to Get 1 Kw.

CBY, Toronto, non-commercial outlet of the Canadian Broadcasting Corp., is to be increased from 100 watts to 1,000 watts by February, according to a report from the executive offices at Ottawa. A new site is being acquired for the new transmitter outside Toronto. The increase in power is reported to assure of better alternative sustaining program service for coverage of the Toronto area when CBL, Toronto, is carrying commercial programs.

CHRIS HANSEN LABS., Canada, Toronto, on Jan. 13 starts for Junket thrice-weekly transcribed spot announcements on 18 Canadian stations. Account was placed by A. McKim Ltd., Toronto.

WFBG
ALTOONA, PA.

- NBC RED
- 250 WATTS
- FULL TIME OPERATION
- RAILROAD SHOPS ON FULL TIME SCHEDULE

WFBG provides the only full coverage of the Altoona trading area.

CANADA BUYS TIME
Dominion Will Advertise Its Financial Drives

THE Canadian Government's Department of National Revenue in mid-January will start the first of three big financial campaigns using radio extensively. The first is to remind Canadian taxpayers that wartime income tax payments, starting at $750 for single and $1,500 for married persons, can be paid on the installment plan without interest if first payments are made in January. Final plans for the campaign are not yet complete. The income tax section of the campaign is being placed through A. McKim Ltd., McConnell Eastman & Co., and Cockfield Brown & Co. The second and third sections of the campaign deal with the sale of war savings stamps (25 cents), war savings certificates, and the third war loan. Practically all major Canadian agencies will take part in some stage of the campaign.

Canada Seeks Tourists

THE Ontario government will spend about $300,000 in the next six mouths advertising the province as a haven for United States tourists, according to an announcement by Provincial Premier Mitchell Hepburn. The campaign will be largely in conjunction with that of the Canadian federal government and other provincial governments. Just how much of the campaign will be spent on radio has not yet been decided, BROADCASTING was told Dec. 20 by Douglas Oliver, director of the Ontario Travel & Publicity Bureau. The British Columbia provincial government has alloted $146,595 for tourist advertising, according to a report from Vancouver.

GEORGE GRIM, head of the *Minneapolis Star-Journal* radio department and producer of *People Make News*, sponsored by the newspaper on WCCO, Minneapolis, left Dec. 26 via clipper for a month's vacation in South America. Mr. Grim is planning to make recordings on his trip with portable equipment he is taking with him, visiting nine cities including Rio de Janiero, Lima, and Buenos Aires, and returning to the Twin Cities on Jan. 25.

Canada Limiting Sponsored News
Network Stations Must Take Four CBC Reports Daily

THE 25 privately-owned stations on the Canadian Broadcasting Corp. national network must take at least four of the six daily news broadcasts to be furnished by CBC beginning Jan. 1, according to a letter from general manager Gladstone Murray to the station operators.

In his letter Murray re-emphasized that none of the CBS newscasts, which will be furnished the network stations free of charge, can be sponsored either directly or indirectly. This section of the letter was interpreted as a warning to station operators that no spot announcements could be used in proximity to the CBC newscasts.

Similarly, under the new plan, sponsored newscasts after Jan. 1 may carry only an institutional credit line and cannot be tied in with spot announcements before or after the news.

Stations not on the network may obtain the news free but must pay line charges where necessary. The four "must" newscasts will be carried at 8 a.m. and 1, 6 and 11 p.m. (EDST). The other news periods will be at 10:55 a.m. and 3:27 p.m.

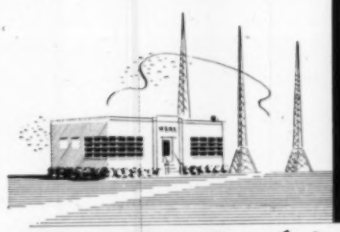
The news will be rewritten by a special CBC staff from the reports of British United Press and Canadian Press.

Hovde Heads AMA

DR. HOWARD T. HOVDE, assistant professor of marketing in the Wharton School of Finance & Commerce of the U of Pennsylvania, on Dec. 28 was elected president of the American Marketing Assn. at the association's annual convention in Chicago. He succeeds Dr. Donald R. G. Cowan, director of commercial research of Republic Steel Corp., Cleveland. Other AMA officers elected at the meeting were Archibald M. Crossley, of Crossley Inc., vice-president, and Robert F. Elder, Lever Bros. Co., director.

RUTHRAUFF & RYAN has signed a five-year contract for *Radio Coverage Reports* which, according to Edgar Felix, director of the service, is the longest term research contract ever signed in the broadcast field. C. T. Ayres, business manager of the agency's radio department, handled the deal.

Directional over New York



Now! 5000 WATTS DAY *and* NIGHT

WBNX YOUR BEST NATIONAL SPOT BUY

A NEW APPROACH TO THE NEW YORK MARKET

SUPER FM PLANNED IN WINSTON-SALEM

A SORT OF "super" FM station, which would have a primary coverage area of 70,000 square miles embracing about 5,000,000 population, is proposed in an application filed with the FCC Dec. 19 by Gordon Gray, broadcaster and newspaper publisher of Winston-Salem, N. C. Mr. Gray is the licensee of WSJS, and is also identified with the Reynolds tobacco interests.

The application is for location of a 50,000-watt FM transmitter on Clingman's Peak, 6,600 feet above sea level in the Mt. Mitchell area of North Carolina. The top of the antenna would be the highest point in the United States east of the Rockies, towering 6,875 feet. The 70,000-square mile area encompassed in the estimated coverage includes part of the Southern Appalachians, the cotton and tobacco Piedmonts and the Tennessee Valley basin. Service would be rendered to portions of seven States—North Carolina, South Carolina, Georgia, Tennessee, Virginia, West Virginia and Kentucky.

Mr. Gray states he proposes to operate the station primarily in the particular interest of the region and believes it would be an important factor in accelerating Southern industrial development. Associated with him in an advisory capacity is Lewis Windmuller, of Washington, who has been identified with radio since 1920. Engineering aspects of the project are under supervision of Glenn D. Gillett, consulting radio engineer, and Reed T. Rollo, Washington attorney, is counsel.

FCC Grants Extensions For Licensees of FM

DESIGNED to facilitate FM's transition from experimental to commercial operation, the FCC on Dec. 19 announced it will authorize, "on appropriate request", a 60-day extension of experimental FM licenses due to expire automatically Jan. 1. The plan was announced after it was indicated more time would be needed in some cases to switch from an experimental to a regular program basis.

The Commission indicated it would deny permittees' requests for temporary authority to broadcast commercially unless it is shown the permittee has complied substantially with the terms of his permit. However, special temporary authority will be granted for bona fide technical experimentation in connection with construction of FM stations, the FCC stated. At the time of the announcement, the FCC had granted a total of 25 commercial FM licenses, with 33 experimental FM licenses outstanding.

FM Shown Police

WHEN the American Police Communication Officers met in early December at Orlando, Fla., FM played an important part in the convention. GE engineers staged a demonstration of interference-free service. Members of APCO heard description of GE field tests showing FM coverage, readability, lack of noise and interference as well as operation of stations on the same channel. Police and utility FM equipment were on display.

FM HISTORY was made recently at W2XOR, FM adjunct of WOR, Newark, when the first contract for an FM commercial broadcast was signed on behalf of Longines-Wittnauer Co. In the W2XOR control room, presumably to carry out the symbolic impression, J. R. Poppele (left), WOR chief engineer, and Theodore C. Striebert, vice-president and general manager of the station, watch as Fred Cartoun, vice-president of Longines-Wittnauer, applies the fine Spencerian flow to a contract calling for Longines evening time announcements on W2XOR for the year 1941.

FM for Deaf

INTERESTING sidelight of FM reception is the fact that many persons hard-of-hearing find that FM's high-fidelity characteristics enables them to hear programs with much less effort, according to FM Broadcasters Inc. Although unable to enjoy much of ordinary radio broadcasts, poor hearers may actually hear a considerable portion of FM broadcasts without effort. This results from a condition in many types of deafness where the shriller notes are more readily detected by sub-normal hearing. FM, with a tonal range approximately three times that of ordinary broadcasting, provides these higher notes, which are sheared off in regular broadcasting.

A NEW weekly series dramatizing the legends of cities, titled *Tale of a City*, produced by the NYA Radio Workshop and written by Frances Joselyn has been started on WNYC, New York municipal station. Series is heard Saturdays, 3:30-3:45 p.m.

WSOY
DECATUR
ILLINOIS
SEARS AND AYER, Rep.
For a large chunk of ILLINOIS
Test your campaigns in a dual market—BOTH agricultural and industrial. WSOY gives you coverage of such a market.
250 WATTS · 1310 · FULL TIME

★ This new Turnstile FM Radiator is newer than FM itself. Results of tests indicate it to be a revolutionary development important to every station planning FM transmission. Already proven, production is now under way, and the technical facts are available today. Write at once to JOHN E. LINGO & SON, Inc. Dept. B-1, Camden, New Jersey. (Please indicate proposed FM frequency and power in inquiry.)

Purely PROGRAMS

USING South American talent playing the night clubs in town, WIP, Philadelphia, has inaugurated *A Night in Havana*, weekly variety show featuring authentic Latin American music and song. Sergio Orta, Cuban producer, designed the series and acted as master of ceremonies on the initial show. To keep the Latin American spirit intact, Joe Frasetto, WIP musical director, dropped his first name in favor of "Jose".

* * *

Ladies' Interests

GIVING time to philanthropic organizations and featuring a weekly interview with a career woman, the daily *Milady's Mirror* on KSAN, San Francisco, is built around subjects slanted to feminine listeners. The quarter-hour, conducted by Jean Anderson, after only a short time on the air, has 10 sponsors on a participating basis.

* * *

Safe Sports

DEVOTED to safety in sports, *Play Safe!* has started on WOR, Newark. Presented with the cooperation of the Center for Safety Education of New York U, the program features noted athletes and coaches who tell listeners how to enjoy sports safely.

Gratitude

WHEN TOM SLATER, who announces and directs the MBS series, *This Is Fort Dix*, looked over his mail the morning after the initial program, broadcast from the Army camp Dec. 15, the first envelope was a communication from the United States Government. Briskly, Slater tore open the envelope, expecting it might contain a letter of thanks from the Army for the Sunday program. Inside, Slater (Order No. 169) found one of those questionnaires which the lower draft number holders are receiving these days!

Practice for Stenos

PRACTICE dictation for stenographers and commercial students is given thrice-weekly on the *What's Your Speed* feature of WINX, Washington. The show, conducted by Polly Pettner, shorthand expert, combines speed tests for stenos with commercial plugs for sponsors. It is planned to sell the 10-minute program on a participating basis, with Miss Pettner dictating 100-word commercials at various specified speeds. Other shows on the new WINX include *Wings Over Washington*, transcribed airport interviews with visiting celebrities; *Make a Wish*, daily man-on-street show incorporating the usual personal queries and topics of the day with an invitation to each participant to express his fondest wish, awarding theatre tickets to participants; *Motorola News Nightcap*, midnight to 1 a.m. news feature on which three 20-minute editions of INS news are repeated nightly, one after the other, so listeners may tune in for any 20-minute period during the hour and get a complete news summary.

* * *

Prize Plus Bonus

NEW SLANT on the telephone giveaway idea is provided by *It's a Gift*, new five-weekly quiz series sponsored by Palace Credit Clothing Store on KQV, Pittsburgh. Using three announcers, handling three paddle wheels, and a city directory, the program each evening names a winner, who need not necessarily be a listener. Each winner is notified by telegram, and when he presents the telegram to the sponsor the following day receives $15. If the winner hears the program and calls KQV within 30 minutes after the program, he receives an extra $5.

* * *

Right from Camp

OKAYED by the War Department, WOAI, San Antonio, has started a new weekly series from Fort Sam Houston tracing the activities of military trainees. Announcer Hoyt Andres each week conducts interviews with groups of trainees, showing the advancement made by the men as they take up various phases of training

AGONIES of fatherhood were too much for Ray Rhodes, account executive of KPO-KGO, San Francisco. Waiting up for a 4 a.m. arrival of his first offspring, a girl, he trod wearily to work with the usual cigars and candy. A mimeographed slip of paper offered statistics on the new Elizabeth Louise Rhodes. Here is Ray, hard at work after passing around the mementoes.

* * *

Shoes for Britain

COMBINING business with charity, KFXM, San Bernardino, Cal., recently carried a special program tying in British relief with a sale at the sponsoring shoe store. Beside a large barrel located at the store entrance, KFXM's *Sidewalk Reporter* interviewed passersby on their sentiments on aid to Great Britain. Townspeople were invited to drop usable foot apparel into the barrel for shipment to the British, with the store allowing up to $2 off on purchases for any old pair of shoes turned in.

* * *

Wired Requests

LATEST promotion stunt by Pep Boys, auto accessory chain, for its all-night recorded *Dawn Patrol* on WIP, Philadelphia, is to dedicate a different night of the week as a salute to the various towns and cities in the coverage area. However, instead of announcer Mort Lawrence reading off the particular Chamber of Commerce pronouncements, the residents of the town are called upon to exploit the merits of their city through telegraphed requests. Giant telegrams, calling attention to this new feature, have been posted at all the sponsors' branch stores in the area.

* * *

Music & Adventures

AN ORIGINAL children's fantasy, *Tink, Beetle & Mouse*, on Dec. 21 had its premier performance on WJJD, Chicago, under direction of Sally Thorson. Featuring original music sung by a leading soprano of the Chicago Opera company, the children's series is based upon the unusual adventures of Tink, a white kitten, Beetle, a beetle, and Mouse, of course, a mouse.

We're Not Braggin'. . . *much!*

If you believe in surveys — and you should believe this one because KFH had nothing to do with it, paid out 'nary a penny — then look over the most recent 1940 Audience Survey for the state of Kansas. Note particularly that in Wichita—that booming market in Kansas—that more than twice as many people prefer KFH to any other Wichita station, that KFH is the preferred selection of more people than the other two stations combined. From there on it shouldn't take much figuring to understand why KFH should be included on your schedules. Wire for availabilities on . . . "The Wichita Station with the Programs!"

That Selling Station for Kansas

KFH

WICHITA

The Only Full Time CBS Outlet for Kansas

to 1 MV/M

CBS • 5000 DAY • CP 5000 NIGHT • CALL ANY EDWARD PETRY OFFICE

Test Your Program Over

WJBC

BLOOMINGTON, ILL.

Central Illinois — one of America's three richest agricultural markets; center of the hybrid corn industry. 380,600 responsive people live in radio homes in the primary area of WJBC. Test over WJBC 1200 K. 250 W.

Natl. Rep.: COX & TANZ

Name the Window

COOPERATIVELY sponsored on WEBQ, Harrisburg, Ill., is the new *Wheel of Fortune* quiz show. Each day during the week a large "Wheel of Fortune" is placed in the window of a different sponsor. On each program a name is picked at random from the telephone directory and the number called. If the person answering can tell where the wheel was displayed the previous day, he receives a merchandise award.

* * *

From Virginia Bases

AIRED from various military bass in Virginia, and featuring talents of soldiers, sailors, marines and other service men, *Okay, America* has been started on WRVA, Richmond. Guest stars from *Tidewater Talent Time* also are occasionally heard on the program, broadcast before audiences of service men. Impromptu entertainment by WRVA talent follows each broadcast. Joe Brown presides as m.c.

* * *

Thine is Mine

INSPIRED by the recent destroyer-base deal between the United States and Great Britain, the British Broadcasting Corp. has started a news series, *Your Good Name is Mine*. Francis Dillon takes a recording van to various communities after which the over-age destroyers have been named, all of which have the same name as an American town, and there records interviews with local citizens.

* * *

Camp Talent

COLOR and human interest of army life are reflected in the new *Soldier-All Talent* feature, originated Sundays from Camp Ord, near Monterev, Cal., by KFRC, San Francisco, for Don Lee-MBS. The entire program is built around talent selected from troops stationed at Camp Ord. The *San Francisco Examiner* is sponsoring the local presentation on KFRC.

* * *

Title Clues

LISTENERS to the *Musical Mysteries* weekly quiz program on WINS, New York, can win prizes and tickets to future broadcasts if they correctly solve a dramatized mystery, with the clue contained in the title of a popular tune played by the orchestra. Patricia Ellis, screen star, is "mistress of quiz" for the program.

* * *

Folksy Stuff

SPONSORED by Georgia Power Co. as an institutional project, *Just Home Folks* on WGST, Atlanta, is a five-weekly dramatic serial stressing the homey angle. Scripted and produced by Amanda H. Barnes, the series uses Atlanta talent only. After eight weeks on the air, the feature drew more than 2,500 letters in a name-the-twins contest offering a $100 first prize.

FRESH FARM NEWS
WNAX Reporter Goes Right To the Colleges

A BETTER method of bringing its farm listeners the latest farm developments has been undertaken by WNAX, Yankton, S. D. and its farm service director, Charles Worcester. The station first sent Worcester on a six-day inspection trip to the State agricultural college where he talked with professors and research workers carrying on experimental work. In many cases Worcester was able to obtain information on various experiments affecting Midwestern farmers that had never before been made public.

Daily transcriptions were made and used on the station while he was away. On the transcribed programs Worcester attempted to interpret the efforts of scientists and farm specialists in terms of their practical value to farm listeners.

The feature proved so popular with WNAX's big farm audience that similar inspection trips have been scheduled at four other agricultural schools in the station's area.

* * *

National Spotlight

RADIO entertainers who have attained great popularity in the San Francisco area, but are unknown to America at large are brought into the national spotlight in a new program, *Hidden Stars*, featuring Orrin Tucker's orchestra and Bonnie Baker, on KGO, San Francisco, and NBC-Blue. Listeners in the bay region are asked to vote for their favorite local radio personalities. The winning act in each city is then brought to Chicago, New York or wherever the program originates for the network broadcast.

* * *

Soldiers' Quiz

ORIGINATING at the recreation center of Fort Bliss, the weekly 30-minute *Mental Maneuvers*, quiz series presenting four-man teams from troops at the fort, is sponsored by Popular Dry Goods Co., on KROD, El Paso, Tex. Quiz material is of general nature, with each contestant selecting his subject. Sponsor awards high and low-score prizes. Program is designed to entertain resident soldiers and to acquaint local citizens with military life.

* * *

Movie Quiz

MINUTE MOVIE MYSTERY is a new wrinkle in the weekly Agnew-Surpass Shoe Stores *Fun Parade* on CFRB, Toronto. The studio audience is given a one-minute quiz to identify former names of moving picture stars with their present screen names. The producers, Dickson & Ford, Ltd., find women know most of the names, while men in the audience come but a poor second. There is a $1 prize for the correct answers.

From the Street

THE six-weekly street interview series, *Boy Greets Girl*, on WIBC, Indianapolis, has been renewed for another year by the local William M. Leonard Garment Cleaners. Jane Day and Bill Schingel each weekday morning at 11:45 a.m. take up a station in front of the English Theatre on downtown Monument Circle and interview passersby, giving theatres passes and cigarettes as prizes for correct answers to questions.

* * *

Orchids for You

AN ORCHID a day is given away on a new series sponsored daily by Brunswick Floral Shop on WCLE, Cleveland. Sponsor each day selects the outstanding local personality in the news and sends him the daily orchid by special messenger immediately after announcing the name on the program. The five-minute daily program features recorded music and talks on flowers. Gregory & Bolton Adv. Agency, Cleveland, handles the account.

* * *

Maestro's Moments

A NOVEL feature of the WOR, Newark, daily *Danceland* program of recorded music, conducted by Eugene King, is a weekly Saturday afternoon forum called *Off the Record*, in which three topnotch orchestra leaders or men from their bands are brought together for an informal roundtable session. The music men swap anecdotes, criticize each other's recordings, and comment on new trends in popular music.

WSB Scholarships

WSB, Atlanta, cooperating with the Georgia Bankers' Assn., is offering young Georgia farmers a minimum of 20 scholarships for an eight-week farm short course at the U of Georgia College of Agricult. At least two scholarships are to be awarded in each of Georgia's 10 Congressional districts for the Jan. 6-Feb. 28 course. Value of the awards, covering expenses of the course, is expected to be about $50 each. The offer is open to young farmers over 18 years of age.

ILKA CHASE, who is heard on the NBC-Blue program *Luncheon at the Waldorf* for Camel cigarettes, is considering a series of movie shorts based on the radio series.

WDRC
CONNECTICUT'S PIONEER BROADCASTER

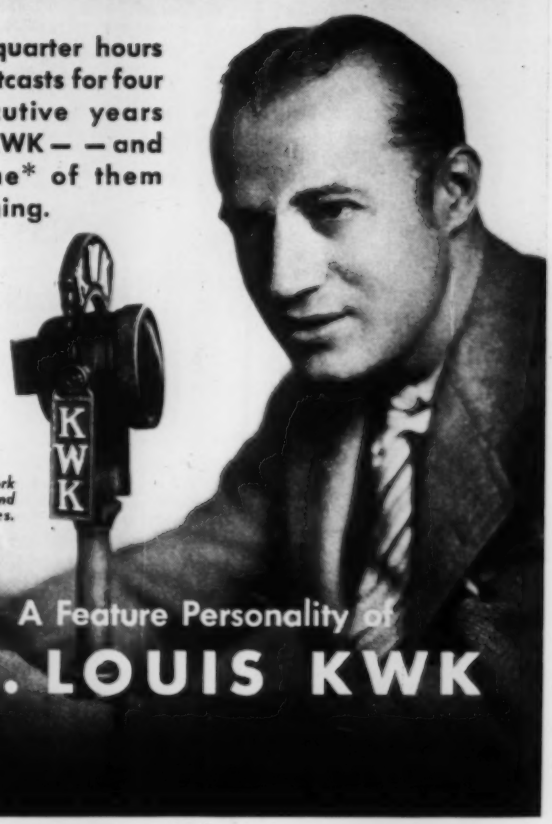
2 Resolutions

Here are two timely New Year's Resolutions: 1) Resolve to sell the rich Hartford Market. 2) Resolve to use the station that sells it for you. WDRC, Hartford—the advertising test station in the advertising test city.

Basic CBS for Connecticut

JOHNNIE O'HARA

6,812 quarter hours of sportcasts for four consecutive years with KWK — — and not one* of them sustaining.



*—except network World's Series and All-Star Games.

A Feature Personality of
ST. LOUIS KWK

WPTF going 50,000 watts, soon!

RALEIGH, in the Center of North Carolina

FREE & PETERS, Inc., National Representatives

Agencies

FRED BECKER, onetime production manager of KROY, Sacramento, and more recently in charge of sales promotion and special events announcer of KARM, Fresno, has been appointed radio director of Heintz, Pickering & Co., Los Angeles agency.

JACK GALE, formerly account executive of Ivar F. Wallin & Staff, Los Angeles agency, has joined Chas. H. Mayne Co. in a similar capacity.

M. F. THOMAS, formerly of Brown & Thomas Adv. Corp., New York, and Harvey Kneeland, formerly with Williams & Saylor, New York, are president and vice-president, respectively, of a new advertising agency, which has assumed the name of Husband & Thomas, dissolved some two years ago. Offices are at 350 Madison Ave., New York; telephone is Vanderbilt 6-5235.

JACK VAN NOSTRAND, Young & Rubicam Inc., New York production supervisor, is in Hollywood for conferences with Glenhall Taylor, agency producer of the CBS *Silver Theatre*, sponsored by International Silver Co.

TOM LEWIS, radio production manager of Young & Rubicam Inc., New York, is in Hollywood to check on sponsored programs serviced by that firm, and also for conferences with Joe Stauffer, agency manager in that city.

JERROLD C. ARNOLD, has been named executive vice-president of Logan and Rouse Inc., Los Angeles. Miss Van Davis has been named a vice-president, moving up from account executive. The agency also announces that it has taken over the entire 14th floor of Pacific Finance Bldg.

Northrup Returns

LORRY R. NORTHRUP, for the last two years account executive of Ruthrauff & Ryan, Chicago, and previous to that with BBDO and Charles Daniel Frey Co., Chicago, on Dec. 16 was appointed manager of the Chicago office of Erwin, Wasey & Co. The new move reunites Mr. Northrup with the agency with which he was connected with for 12 years, 1918-30. Mr. Northrup succeeds W. L. Marshall, resigned.

Mr. Northrup

DIANA BOURBON, New York producer of Ward Wheelock Co., was in Hollywood to produce the Dec. 20 CBS *Campbell Playhouse*, under sponsorship of Campbell Soup Co. The pre-Christmas program, for the sixth consecutive year, featured Charles Dickens' *A Christmas Carol*, with Lionel Barrymore in his traditional role of Ebenezer Scrooge.

HELEN L. ENNIS, for the last seven years in the San Francisco office of N. W. Ayer & Son, has joined the Leon Livingston Adv. Agency, San Francisco, in charge of radio, newspaper and magazine copy.

DAKE-JOHANET ADV. AGENCY, Los Angeles, has moved to 6103 Melrose Ave., Hollywood.

S. G. ALEXANDER, radio director of Weiss & Geller, New York, is the father of a daughter, born Dec. 15 at the Brooklyn Jewish Hospital.

DAVID D. CHRISMAN, formerly director and commercial manager of the Miller Broadcasting System, New York, tape recording firm, has been appointed vice-president of Raymond Spector Co., New York, and director of the agency's radio activities.

ALBERT P. ZABIN has been appointed vice-president of Jasper, Lynch & Fishel Inc., New York. The firm of Albert P. Zabin Advertising Agency, New York, of which Mr. Zabin was president, has been dissolved.

H. J. RICHARDSON, for a number of years vice-president in charge of sales of the Chicago Recording Co., early in December was appointed assistant to Freeman Keyes, president of Russel M. Seeds Adv. Agency, Chicago.

C. JERRY SPAULDING Inc. is the new name of the agency formerly known as Otis Carl Williams Inc., Worcester, Mass. The business was purchased several years ago by Mr. Spaulding but the name had never been changed.

E. J. HUBER, former partner of Huber & Creeden, Boston, has joined Glaser-Gottschaldt Inc., that city, as production manager. Mr. Huber came to Boston originally from New York to join the P. F. O'Keefe Adv. Agency.

JOSEPH KENNELLY, formerly in the western division headquarters of Canada Dry Ginger Ale, Los Angeles, has been transferred to New York as assistant to W. S. Brown, advertising manager.

JOSEPH H. CARO, the last week in December was appointed a vice-president of Earle Ludgin Inc., Chicago. For the last five years he has been associated with the agency as an account executive.

JAMES W. BRIDGE, for the last five years production manager of BBDO, Chicago, on Jan. 1 was given the additional duties of space buyer. He succeeds Joseph C. Lieb, who has joined the Chicago sales staff of *Good Housekeeping*.

GERALD M. HELMAN, for the last three years copy chief and account executive of L. W. Ramsey Adv. Co., Chicago, on Jan. 1 becomes vice-president of Lane, Benson, McClure, Chicago agency.

ALEX RUBEN, former promotion and merchandising manager of KFWB, Hollywood, has joined United Service Adv. Agency, New York, as manager of its radio department.

H. C. SKINNER, manager of the Winnipeg office of Norris-Patterson Ltd., advertising agency, is recovering from a severe illness.

GETCHELL VICTIM OF LONG ILLNESS

J. STIRLING GETCHELL, 41, president of the advertising firm bearing his name, died in New York Dec. 18 of a streptococcus infection which had confined him to the hospital since last March. Mr. Getchell in 1931 organized his own agency, which eventually developed into one of the ten leading agencies in the country.

A veteran of the World War, Mr. Getchell got a minor agency job when he was mustered out of the Army in 1919, thereby starting his meteoric rise in the advertising field, which included associations with Lord & Thomas, J. Walter Thompson Co., and Lennen & Mitchell. Mr. Getchell is survived by his wife, the former Miss Sarah Paschall Davis, daughter of Norman Davis, chairman of the American Red Cross, and by three sons, the youngest born Oct. 19, 1940.

Ryan Named to CAB

F. B. (Barry) RYAN Jr., vice-president of Ruthrauff & Ryan, has been appointed a member of the governing committee of the Cooperative Analysis of Broadcasting.

Mr. Ryan

Mr. Ryan was appointed by the American Assn. of Advertising Agencies, raising the AAAA membership on the committee to three and placing it on a parity with the Assn. of National Advertisers. Committee controls the CAB's operations on behalf of advertisers and agencies for the determination of the relative popularity of commercial radio programs. The six members now include D. P. Smelser, Procter & Gamble Co., chairman; C. H. Lang, General Electric Co., and A. Wells Wilbor, General Mills, representing the ANA; George H. Gallup, Young & Rubicam; L. D. H. Weld, McCann-Erickson; Mr. Ryan, representing the AAAA. A. W. Lehman is the CAB manager.

Study Coast Survey

WALTER BURKE, radio director of McCann-Erickson, San Francisco, has been appointed chairman of a committee of advertising men to study means to extend the Hooper survey service on the Pacific Coast. Plans are being mapped for a report covering a two-month average. At present the Hooper service on the Coast covers a three-month average.

THERE'S A NEW

L·A·W

for

NEW ENGLAND

COVERAGE!

COLUMBIA AFFILIATE

Owned and Operated by
HILDRETH & ROGERS CO.
Publishers of
LAWRENCE DAILY EAGLE
and EVENING TRIBUNE

Operating full time with 5000 watts power, WLAW is now a "MUST" in every New England radio plan. Be sure to add WLAW to YOUR New England list to reach this rich market of nearly 3,000,000 people.

National Representatives
THE KATZ AGENCY, Inc.
New York · Chicago · Detroit · Atlanta · Kansas City · Dallas · San Francisco

WLAW

LAWRENCE, MASS.

WFMJ

has more listeners than any other station heard in Youngstown.

WOL

WASHINGTON'S 1st 24-HOUR STATION!

Affiliated with Mutual Broadcasting System

1000 WATTS

National Representatives
INTERNATIONAL RADIO SALES

WASH., D. C.

Hixson-O'Donnell Opens In N. Y. With Sinclair And Richfield Accounts

WITH Hixson-O'Donnell Adv., Los Angeles, having been appointed to service accounts of Sinclair Refining Co. (H-C gasoline and Opaline motor oil), and Richfield Oil Corp. of New York, the agency on Jan. 2 will open New York offices in the International Bldg., 19 W. 50th St.

Mr. Hixson

Incorporated under the firm name of Hixson-O'Donnell Adv. of Delaware, officers are G. K. Breitenstein, president; Robert M. Hixson, vice-president; Sylvester M. Morey, vice-president and general manager; W. G. Carmody, secretary-treasurer, and Thomas E. Orr, assistant secretary. Morey was formerly advertising manager of Sinclair, and Orr his assistant. J. M. Nichols Jr., and L. B. Van Doren, joining the agency in executive positions and as directorate members, were account executives of Federal Adv. Agency, New York, which formerly serviced the Sinclair account.

Julian E. O'Donnell is also a director of the agency. Hixson-O'Donnell Adv., maintains its Los Angeles offices as a California corporation, servicing among its accounts, Richfield Oil Co. on the West Coast. The latter firm sponsors the six-weekly quarter-hour *Richfield Reporter* on 6 NBC-Pacific Red stations, and on Jan. 13 adds 4 NBC-Arizona stations to its list. New York division of Richfield Oil Co. currently sponsors *Behind the News* on WOR, that city.

L & T Volume Up

EMPLOYES of Lord & Thomas, New York, received a Christmas bonus of a half-month's pay, according to Edward Lasker, first vice-president and general manager, who stated, "Our volume in 1940 was between $29,000,000 and $30,000,000, and from preliminary budgets we have prepared for next year—barring a general emergency—our volume should be at least as large." The firm also recently announced that all employes called by the draft would receive three months salary together with an assurance that wherever possible their jobs would be made available on their return to civilian life.

ANA Spring Meeting

ASSOCIATION of National Advertisers, New York, will hold its spring meeting at the Westchester Country Club, Rye, N. Y., May 14, 15, 16, 17. The annual meeting will be held Oct. 22-25 at the Homestead, Hot Springs, Va., it was announced by H. W. Roden, chairman of the board.

SUBCOMMITTEES of the NAB agency committee and the AAA radio committee met Dec. 20 for a discussion of standard order forms for use by agencies in the purchase of spot time. No conclusions were reached and another meeting is scheduled for Jan. 7.

Representatives

NORTHERN Broadcasting & Publishing Co. Ltd., Timmins, Ont., operating CKGB, Timmins; CJKL, Kirkland Lake, Ont.; CFCH, North Bay, Ont.; CKVD, Val d'Or, Que., has opened a representation office in Montreal in the Dominion Square Bldg., with R. A. Leslie in charge.

WING, Dayton, O., has named Paul H. Raymer Co., Chicago, as its national representative.

KOOS, Marshfield, Ore., has appointed Burn-Smith Co. as national representative.

GEORGE ROESLER has resigned as Chicago manager of Radio Advertising Corp., which has moved to 307 No. Michigan Ave. The firm after Jan. 1 will no longer represent WKBN, Youngstown, and WCAR, Pontiac.

HOWARD WILSON Co. announces that after Jan. 9 it will no longer represent KITE, Kansas City, and WINN, Louisville.

INTERNATIONAL RADIO SALES has added the following stations to its list: WCOS, Columbia, S. C.; WSNJ, Bridgeton, N. J.; KZRC, Cebu, Philippine Islands. It also represents WLWO, shortwave adjunct of WLW, Cincinnati, on the West Coast.

PAUL F. ADLER, manager of the New York office of Sears & Ayer, station representatives, was married Dec. 14 to Miss Beryl Sheer.

CKRN, Rouyn, Que., has appointed Horace N. Stovin, Toronto, Montreal and Winnipeg, as exclusive representative as of Dec. 15.

AGENCY'S GREETING

Louis E. Wade, Inc., Sponsors Holiday Message

THE unique case of an advertising agency itself buying an hour of time on a local station to extend Christmas greetings to its clients, was presented Dec. 24 over WGL, Fort Wayne, by Louis E. Wade Inc., which handles various local accounts and also Allied Mills Inc., Chicago (Wayne Feeds). The agency's script writer set the scene around a Christmas tree, with each client drawing a gift package suggesting a musical tune. Nine accounts were thus saluted.

The Wade agency reports that it has achieved considerable success with the Wayne Feeds account, which started to use weekly programs and spots recently on WOWO, Fort Wayne; WLS, Chicago; WLW, Cincinnati; WBT, Charlotte; WHO, Des Moines; KFAB, Lincoln; WNAX, Yankton; WHIO, Dayton. The schedule will continue through Easter, and later expansion is planned.

Stanley H. Hamberg

STANLEY H. HAMBERG, 30, space buyer and account executive of Frank C. Nahser Inc., Chicago, was found dead of heart failure in his automobile near the Lake Shore Athletic Club on Dec. 13. Before joining the newly formed Frank C. Nahser agency in June, 1939, Mr. Hamberg was space buyer of Kirtland-Engle Co., Chicago, and prior to that was connected with the media department of Erwin, Wasey & Co., Chicago. He is survived by his widow, Virginia, and an adopted son, 18 months old.

AGENCY Appointments

LOFT CANDY CORP., New York to L. H. Hartman Co., Inc., N. Y. No radio plans have been announced but company has used spot announcements in the past.

ALKINE CO., New Brunswick, N. J. (medical supplies), to Charles Adv. Service, N. Y. No radio plans at present, but spot announcements have been used in the past.

HEALTHAIDS Inc., Jersey City (Serutan), re-appointed Raymond Spector Co., New York, for a two-year period. Agency plans to retain news and local personality programs on present stations, and to add more stations after Jan. 1.

RAINEY-WOOD COKE Co., Conshohocken, Pa. (Koppers Coke), to Richard A. Foley, Inc., Philadelphia.

TRU-ADE BOTTLING Co., Merchantville, N. J. (True-Ade soft drinks), to Wettlin & Co., Camden, N. J., for all advertising in the Philadelphia trading area.

M & H SPORTING GOODS Co., Philadelphia, to Julian G. Pollock Co., Philadelphia. Radio is contemplated.

ARBATE-SWIFT, New York (Slim-U-Ette fashions) to Modern Merchandising Bureau, N. Y.

KENTUCKY MACARONI Co., Louisville, to M. R. Kopmeyer Agency, Louisville.

deMUIR PRODUCTS LABS., Boston (cosmetics, drugs), to Wood, Brown & Wood, Boston.

MICHIGAN MUSHROOM Co., Niles, Mich., to Mitchell-Faust Adv. Co., Chicago.

T. F. WASHBURN Co., Chicago (wax) to Edward L. Sedgwick Co., Peoria.

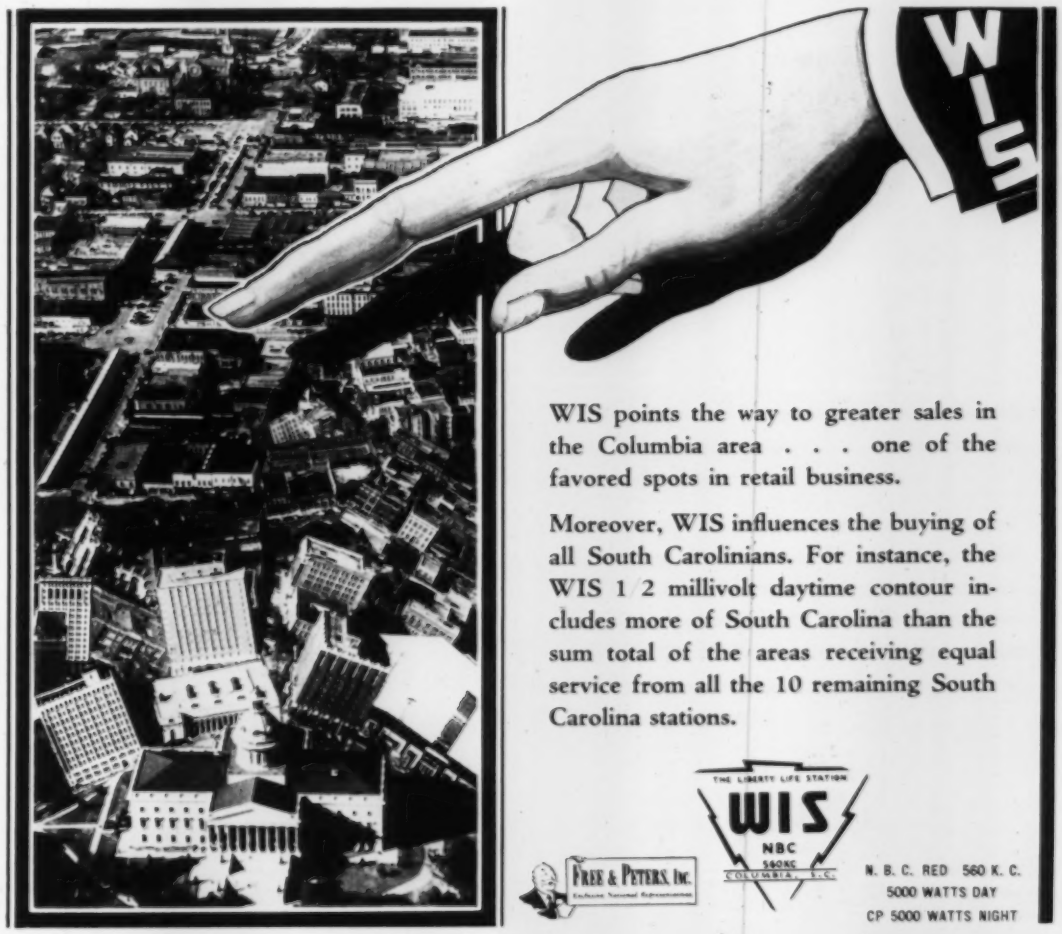
PFAFFMAN Co., Cleveland (Kurk soup), to Gregory & Bolton, Cleveland.

SINCLAIR REFINING Co., New York, to Hixson-O'Donnell Adv., N. Y.

RICHFIELD OIL Corp., New York, to Hixson-O'Donnell Adv., N. Y.

R. L. SWAIN TOBACCO Co., Danville, Va. (Pinehurst cigarettes), to Gotham Adv. Co., N. Y.

NEBRASKA ADV. COMMISSION, State House, Lincoln, to Bozell & Jacobs, Omaha.



WIS points the way to greater sales in the Columbia area . . . one of the favored spots in retail business.

Moreover, WIS influences the buying of all South Carolinians. For instance, the WIS 1 2 millivolt daytime contour includes more of South Carolina than the sum total of the areas receiving equal service from all the 10 remaining South Carolina stations.

THE LIBERTY LIFE STATION
WIS
NBC
560KC
COLUMBIA, S.C.

FREE & PETERS, INC.

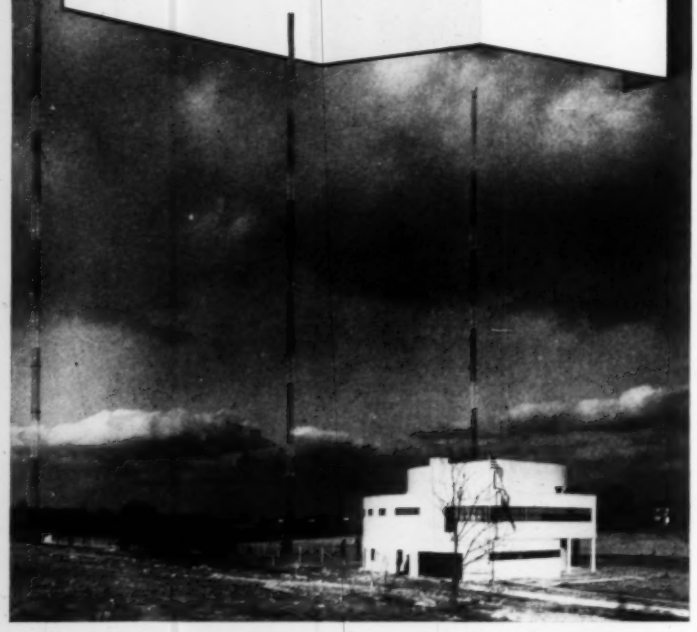
N. B. C. RED 560 K. C.
5000 WATTS DAY
CP 5000 WATTS NIGHT

THREE-FOLD VALUE

The radio towers shown here exemplify three highly desirable Blaw-Knox characteristics—pleasing appearance, great coverage, low maintenance cost. Every station operator knows that these are profit-factors. Every station engineer knows that they are the result of able engineering and long experience. Blaw-Knox engineers will gladly discuss your antenna problems with you.

BLAW-KNOX DIVISION
of Blaw-Knox Company

2038 Farmers Bank Bldg., Pittsburgh, Pa.
Offices in principal cities



in the CONTROL ROOM

R. B. LORD, laboratory superintendent of the Hollywood plant of Electrical Research Products Inc., has reported to the San Luis Obispo, Cal. camp for a year's active service as First Lieutenant in the Signal Corps. He is one of the first of Hollywood technical engineers to be called to active duty from the Army reserves.

JIM WALLACE, formerly chief engineer of KVI, Tacoma, Wash., has resigned to become sales engineer with Graybar. Ernie Este is acting chief engineer at KVI.

GEORGE ALLISON, formerly of KWSC, Pullman, Wash., KHQ and KGA, Spokane, has been named chief engineer of KGVO, Missoula, Mont.

A. M. RESPONDEK, chief engineer of KPAB, Laredo, Tex., has resigned to join the Army Air Corps as a radio instructor. He has been sent to Belleville, Ill.

THOMAS HENRY PHELAN, NBC audio facilities engineer of New York, now in San Francisco working on plans for the new NBC building, is the father of a boy, born in Hackensack, N. J.

MYRL JONES, transmitter technician of KOWH, Omaha, and Gypsy Lea-Nora Lee, New York radio and screen entertainer, were married Dec. 5 in Chicago.

DOUG ELDREDGE has joined the engineering staff of KDYL, Salt Lake City.

C. F. BENTZ recently was added to the technical staff of KHQ-KGA, Spokane. R. McCann has resigned to become a radio inspector, with headquarters in Portland, Ore.

HENRY RIBLET, engineer of KLZ, Denver, has resigned to join the staff of Glenn D. Gillett, consulting engineer, in Washington.

BURT REIMAN has joined the engineering staff of WGST, Atlanta.

FRANZ CHERNY, formerly of KFNF, Shenandoah, Ia., has joined the engineering staff of KTUL, Tulsa.

KENNY WOODYAT has been added to the technical staff of KARM, Fresno, Cal.

LEE BERRYHILL, technician of KWG, Stockton, Cal., is the father of a baby girl.

JIM CHAPMAN, formerly of KINY, Juneau, Alaska, has joined the engineering staff of KPQ, Seattle.

FRANK CARVER, engineer of KYW, Philadelphia, stationed at the transmitter in Whitemarsh, Pa., is the father of a baby girl.

WHEC Chief Engineer, Maurice Clarke, Killed

MAURICE H. CLARKE, 39, chief engineer of WHEC, Rochester, and technical consultant of the Gannett Newspapers radio group, was killed the morning of Dec. 15 when his car crashed into a railroad underpass in Rochester. He was found lying unconscious in his demolished car about 4:15 a. m., and died while being taken to a hospital. It appeared that he had fallen asleep at the wheel while driving home. The accident closely paralleled that which took the life of John J. Long Jr., chief engineer of WHAM, Rochester, in May, 1940.

Mr. Clarke

Mr. Clarke, who started in radio as an amateur in 1914, had been chief engineer of WHEC since its founding in 1922. He was associated with Lawrence Hickson in the development of early local stations WABO and WHQ. Recently he was named to the engineering committee of the NAB. He is survived by his parents, two brothers and a sister.

MARTIN KIEBERT, consulting engineer of KMBC, Kansas City, on Jan. 10 will present a paper on "Economics of Broadcasting & Frequency Modulation" before a public meeting of the American Institute of Electrical Engineers at Kansas City. With the meeting open to the public, Kiebert plans to use slides and charts and non-technical terms in his demonstration and discussion of FM transmission.

LEE BERRYHILL, technician of KWG, Stockton, Cal., is the father of a baby girl.

RODNEY L. AMMODT, transmitter engineer of KDYL, Salt Lake City, on Dec. 28 was called for active duty at Mare Island Navy Yard. He is a member of the Naval Reserve.

FRANKLIN DOUGHERTY, formerly of the radio department of the Golden Gate Exposition, has been added to the technical staff of KFRC, San Francisco.

LEVIS SUGG, formerly of WGBR, Goldsboro, N. C., has resigned to join the engineering staff of WSJS, Winston-Salem, N. C.

ROY STAUFER, for 10 years on the engineering staff of WHO, Des Moines, is to leave the station in January to become an inspector of Signal Corps equipment for the Government. He will be stationed at Wright Field, Dayton, O.

FRANCIS X. CLEARY, former advertising manager of Western Electric, died of a heart attack in Jersey City Dec. 15 at the age of 67.

MARKETABILITY
A vital word to producer and advertising agency!

WBOC
SALISBURY, MD.

Is an ideal laboratory! Nearly 100 miles from a chain station. It's area income increase is far above national average, yet not mushroomed by U. S. defense expenditures.

KTUL
Awarded Armour Plaque for Most Outstanding Merchandising Job!

Tulsa's
5,000 Watt
Fulltime
CBS Station

FREE & PETERS, INC., Exclusive National Representatives

Federal Operation of Stations Is Called Objectionable by Fly

Ethridge Points to Flaws in Regulatory Methods; Sarnoff, Maj. Armstrong Peer Into Future

THE OFT-MENTIONED suggestion that the Government build and operate stations in competition with private broadcasters—the Tennessee Valley Authority idea carried over into radio—is discussed by FCC Chairman James Lawrence Fly in an article which will be published Jan. 10 in *The Annals*, publication of the American Academy of Political & Social Science. The latest issue of the publication will be entirely devoted to a study of radio with articles by leading figures in the industry. It is edited by Dr. Herman S. Hettinger, of the faculty of the Wharton School of the U of Pennsylvania, and well known economist specializing in radio.

In discussing the TVA proposal, Chairman Fly says:

"This, it is said, will insure a fair presentation of facts and a hearing for both sides. It must be recognized, however, that the two assumptions involved in this theory are open to question. One is that private broadcasters and the Government necessarily have different opinions. The other, more fundamental, is the belief that diversity of opinion cannot be secured unless the owners of the stations represent diverse points of view. If this were so, the problem would not be solved merely by having Government and private stations; it would be necessary to have Republican, Democratic, prohibitionist, labor union, chamber of commerce, old-age pension, and numerous other varieties."

Radio and the Press

In another section of his article Chairman Fly discusses the difference between radio and the newspaper. He points out that "freedom of the press" must be distinguished from "freedom of the air". The FCC head says that "one who ignores the distinction will be dealing with shadows, not substance. A 'free press' means an unfettered editorial page. Parenthetically the question may be raised whether public opinion will long tolerate editorializing in news columns. But in neither case can the underlying freedom of the press be literally applied to the broadcaster."

"My own view is that a free market in ideas over the air can be attained without special interest stations and without the creation of a multitude of 'propaganda' stations," the Chairman wrote.

Other articles in the publication are: "The Government and Radio", by Mark Ethridge, WHAS head and former president of the NAB; "Possible Social Effects of Television", by David Sarnoff, president of RCA; "Frequency Modulation and Its Future Use", by Major Edwin Armstrong, inventor of the Armstrong wide-band FM system; "Open Questions in Inter-American Broadcasting", by Philip Barbour of the International Division of NBC; "Radio Entertainment Since 1935", by H. L. McClinton, vice-president in charge of radio production of N. W. Ayer & Son, New York City; "Radio and Propaganda", by Clyde R. Miller, founder and executive secretary of the Institute for Propaganda Analysis, New York; "Covering a War for Radio", by Paul W. White, CBS director of public affairs; "Trends in Radio Programs", by Kenneth G. Bartlett, assistant professor of radio education and director of the Radio Workshop, Syracuse U.

Only One Side

Mr. Ethridge prefaces his article with the statement that most broadcasters sum up their relationship with the Government like this: "We want to be regulated, not run."

"Broadcasters feel," writes Mr. Ethridge, "that the Commission does not have sufficient regard for the economic and competitive factors. The feeling is perhaps a little stronger that that; it might be said as representative of opinion that the Commission has, by implication and action at least, expounded the theory that its duty is to provide the greatest and the best possible coverage by radio and that it is not concerned with the economics of a situation."

The former NAB president writes that the Commission "in pursuance of that rule" has refused to allow intervention by stations already existing to present their viewpoints and their opposition to the granting of more licenses in their own communities.

"When the Commission refuses to allow stations already in a community to make protest, it is in effect hearing one side of the case and therefore, acting upon incomplete information. But beyond that there are any number of places in the country already over-radioed. Los Angeles is a striking example with 18 stations", Mr. Ethridge writes.

Television and FM

In his article Mr. Sarnoff writes that "a properly conceived television advertising program is believed by some advertising experts to be much more effective in sales influence than any other method heretofore employed. This is because it combines sound, pictures and motion, the three essential ingredients of an effective selling meduim. When we add to these the heightened emotional effect of witnessing the sponsor's program in the intimate atmosphere of the home, it is clear that we are dealing with a field of enormous possibilities for the presentation of powerful sales messages in highly concentrated form."

In discussing FM, Major Armstrong writes that "only one obstacle stands in the way of full realization of the advantages of frequency modulation throughout the country and that is the limitation upon the network operation imposed by the deficiencies of the wireline connections. This limitation does not, of course, affect the static-eliminating qualities of the system, but would reduce the quality of the transmission to that imposed by the characteristics of the wire lines. Some improvements may be expected in these characteristics, but they will probably not be set up to carry full frequency range for a long time to come. There is, however, a relatively simple solution which is now in effect in New England. By means of radio relays, Boston, Paxton and Mt. Washington have been successfully linked together and within the coming year it should be possible to extend the circuit to include New York so that no wireline facilities whatever will be required."

WIP'S ROLLING STUDIO
Used to Pick Up Concerts of Famous Symphony

UNIQUE is the 1,000-pound studio on wheels, designed by Clifford H. Harris, technical supervisor of WIP, Philadelphia, and used by the station to pick up Philadelphia Orchestra concerts for MBS.

The booth is constructed on the room-within-a-room principal, the inner walls completely suspended. Two 30 x 28-inch plate glass windows in front enable production man, operator and program commentator Norris West to watch every movement of conductor and orchestra. Special program guests are interviewed from the booth also.

A few minutes before broadcast time the booth is wheeled from back-stage at the Academy of Music to a point in the right wing. Although the unit was built especially for the Philadelphia Orchestra broadcasts, WIP engineers believe it will prove invaluable for remote broadcasts.

KSTP School Meeting To Hear Famed Speaker

A MAN who for eight years was program director of the British Broadcasting Corp. will be one of the speakers at KSTP's Fourth Annual Conference on Educational Broadcasting. He is Dr. Charles A. Siepmann, now at Harvard U, who will talk on the special significance of radio. Another speaker will be Judith Waller, NBC Central Division educational chief. The principal address will be given at the opening of the two-day conference Jan. 17 by Dr. James Rowland Angell, NBC educational counselor.

New Union Affiliations

BROADCAST engineers in New York who formerly belonged to the Associated Broadcast Technicians Unit of Local 913 of the International Brotherhood of Electrical Workers, AFL union, now have their own chapter, IBEW Local 1212, serving the New York metropolitan area. Membership currently includes technical employes of WABC, WINS, WEVD and WQXR. Officers are Paul Wittlig, president, and Harold A. Dorschug, secretary, both employes of WABC.

PROCEDURAL RULES AMENDED BY FCC

AMENDMENTS to its rules and regulations dealing with applications and procedure were announced Dec. 27 by the FCC, following action taken at its meeting Dec. 17. The amendments, in full text follow:

The Commission, on Dec. 17, 1940, amended Section 1.72 of its Rules and Regulations to read as follows, effective immediately:

§ 1.72. *Defective applications.*—(a) Applications which are defective with respect to completeness of answers to required questions execution, or other matters of a purely formal character will not be received for filing by the Commission unless the Commission shall otherwise direct.

(b) Applications which have been received for filing but which are not in accordance with the Commission's rules, regulations or other requirements will be considered defective. If an applicant by specific request of the Commission is required to file any documents or information not included in the prescribed application form, a failure to comply therewith will constitute a defect in the application. Such defective applications will not be considered by the Commission.

The Commission, on Dec. 17, 1940, adopted new Sections 1.76 and 1.77 to its Rules and Regulations, reading as follows, effective immediately:

§ 1.76 *Withdrawal of papers.*—The granting of a request to dismiss or withdraw an application or a pleading does not authorize the removal of such application or pleading from the Commission's records. No application or other document once officially filed shall be returned unless the Commission shall, for good cause shown, authorize such return.

§ 1.77 *Failure to prosecute applications not designated for hearing.*—The following provisions shall apply to applications which have not been designated for hearing. An applicant not desiring to prosecute his application may request the dismissal of same without prejudice. A request of an applicant for the return of any application which has been officially filed will be considered as a request to dismiss the same without prejudice. Any application which has not been designated for hearing and which by reason of failure to respond to official correspondence or otherwise is subject to dismissal for non-prosecution will be dismissed without prejudice.

New FTC Chairman

COL. CHARLES H. MARCH, a member since 1929, has been elected by the Federal Trade Commission to serve as chairman during the calendar year 1941. He succeeds Judge Ewin L. Davis under the plan of rotating the chairmanship annually. Col. March previously was FTC chairman in 1933 and 1936. Commissioner William A. Ayres was named first vice-chairman during 1941. Col. March, a citizen of Minnesota, was appointed to the Commission by President Coolidge in 1929 and reappointed by President Roosevelt in 1935 for a full seven-year term, expiring in 1942.

Revival Forecast Of Federal Shifts

Advisory Group Expected to Submit Proposal Shortly

FOLLOWING Congressional action sustaining President Roosevelt's expected veto of the Logan-Walter Bill, possibility of legislation along similar lines at the coming 77th Congress remained problematical.

With the special 11-member Attorney General's Committee on Administrative Procedure expected to meet early in January for final approval of its recommendations regarding the organization and functioning of Federal administrative agencies, possibility was seen for future Congressional consideration of the administrative agency problem, although it is expected future proposals, based on the Committee's recommendations, would be less drastic than the Logan-Walter measure [BROADCASTING, Dec. 15].

Veto Sustained

The hectic career of the Logan-Walter bill, designed to facilitate judicial appeal from actions of Federal administrative agencies, including the FCC, climaxed Dec. 18 when the House upheld the President's veto, the 153 to 127 vote failing of the necessary two-thirds majority to override the veto. Indication of the difficult road ahead for future proposals of this nature was given in President Roosevelt's veto message when he declared:

"I am convinced that it is an invitation to endless and innumerable controversies at a moment when we can least afford to spend either Governmental or private effort in the luxury of litigation".

Although proponents of the Logan-Walter proposal see some hope for legislation in the expected recommendations of the Attorney General's Committee, it is assumed the report of this Administration-sponsored investigation of Federal agencies will bear a pro-Administration flavor sufficient to forestall attempts to secure concerted action on any proposal as far-reaching as the Logan-Walter Bill.

Republic Steel Extends GE Shortwave Series

REPUBLIC STEEL Corp., beginning Jan. 7 will add 13 more programs to its shortwave series now heard over WGEO, Schenectady, according to Henry R. Webel, head of the export division of the G. M. Basford Co., which directs Republic's export advertising.

Webel said the first series of programs had met with such an enthusiastic reception in Latin America that Republic had decided to extend the series. The program, titled *Your Faithful Servant—Industry*, is a running dramatization of the part industry is playing in the development of the Americas.

The series is planned primarily along institutional lines and as a good-will builder. It is devoted to industry in general, and judging from the response of Latin American listeners, Webel reports, it has done much to increase understanding of industrial institutions in the United States.

BIOW Co. New York agency, gave a two-week Christmas bonus to all employes.

Guestitorial

LOCAL AND NATIONAL RATES

By JOHN E. PEARSON

National Representative, KWTO-KGBX, Springfield, Mo.

SPOT radio's hottest subject and No. 1 headache today is how to best handle the subject of local and national rates.

We have interviewed scores of station owners and managers, local and national salesmen, agency time buyers, and advertising managers of many different companies on the subject and have come to the conclusion that no strait-jacket rules will completely eliminate or solve the question.

Very few stations have the power, prestige, or "must" market to demand and receive of all their advertisers—whether it be Jim Jones' Glorified Hamburger Emporium or the Nation's biggest national advertiser—the same price for any given amount of time.

There are so many ramifications to the subject that you could very easily talk yourself hoarse in any gathering of radio men without getting anywhere. I'm sure every radio station confronted with this constant problem would like very much to "do something about it"—yet, most of the station men have never before had a "formula" that even meets the problem half way.

Retail and Wholesale

After considerable research and experience on the subject, KWTO-KGBX, Springfield, Mo., have come to the conclusion that most stations really define "local" and "national" rates as applying to "retail" and "wholesale" accounts, respectively. And in most markets there can be no argument that a strictly "retail" account deserves a rate somewhat lower than that of "wholesale" accounts. After due consideration of the problem over a period of years as applied to our market, we have finally set a definite policy regarding local and national, or retail and wholesale. We realize no strait-jacket can be applied to any policy and that there will occasionally be a "border-line" case that must be handled strictly on its merits, or as applied to the market situation.

Our policy, therefore, is as follows:

Local (or retail) accounts shall consist of:

1. Any retail store or stores located within the primary coverage area.
2. Any product manufactured in Springfield or the surrounding primary coverage area that has distribution only in the primary area and is not handled through an accredited agency.
3. Any nationally-distributed product advertised only under one retail address, which firm name must remain the same during the life of the contract. (In other words, a retail firm in Springfield cannot mention other dealers, etc., scattered throughout the territory.)
4. All special events, such as entertainment features, resort advertising, etc., confined strictly to the Ozarks, shall be construed as local business. Anything outside of the primary area, whether or not handled through an agency, will be construed as national or wholesale.
5. All political advertising will pay straight open national rate with no frequency discounts.

It should make absolutely no difference in the rate whether a "wholesale" account is placed direct or through an agency. The consensus seems to be that the national or wholesale rate should not be more than 30 to 40% higher than the local or retail rate. It is refreshing to note that the NAB has officially recognized this intricate problem by appointing a committee of leading time buyers in New York City to work out their recommendations on how they think the question can best be solved.

We think it will take no great amount of will power to adhere to such a policy as outlined. We believe it's fair to all concerned. If flaws develop in the policy itself, corrections will be made quickly and fairly. We feel adhering to such a policy will definitely convince all advertisers and time buyers that we have no rates but those we publish, and that each and every customer will be treated exactly alike. We do not expect other stations to agree with us, and we offer it merely as our contribution toward a possible solution in a general way of this long-existing headache. Of course, it would be swell to be able to say—one rate to all, local or national—but only a very small percentage of stations today can do that and make it stick!

Chip Off the

A FRESHMAN at the U of Wisconsin who was being auditioned for an announcer's job with WHA, Madison, the college station, was told by the official in charge that his voice sounded vaguely familiar. "It sounds," the official told the frosh, "like the voice of David Ross." Unimpressed, the student replied, "Nothing unusual about that. I'm David Ross Jr."

Suit Over WARM Control

LOU POLLER, former manager of WARM, Scranton, Pa., which made its debut last June, on Dec. 16 filed an equity suit against Union Broadcasting Co., licensee; John Memolo, Scranton attorney and chief owner of the station; his son Martin F. Memolo, and his son-in-law James S. Scandale. Poller asks $75,000 plus $20,625 damages, alleging he was entitled to an extra share of stock in the station which would give him equal ownership with Memolo.

VICTOR SIFTON, president of TransCanada Communications Ltd., operating CJRC, Winnipeg, CJRM and CKCK, Regina, Sask., has resigned as first vice-president, director and member of the Canadian Press, according to an announcement made by President Rupert Davies on Dec. 13. The resignation was due to Mr. Sifton's assumption of the Government post of acting master-general of ordnance in the Department of National Defence, Ottawa. George V. Ferguson, managing editor of the *Winnipeg Free Press*, with which CJRC is affiliated through interlocking directorates, succeeds Mr. Sifton on the CP.

Radio, Film Industries To Coordinate Activity On Behalf of Charities

AN AGREEMENT to coordinate charitable endeavors has been effected by Southern California broadcasters and the film industry. Pledge of cooperation was made Dec. 17 at a luncheon presided over by Samuel Goldwyn, Hollywood film producer, and chairman of the motion picture industry's Permanent Charity Committee. Managers of Southern California radio stations with their production supervisors, and executives of NBC, CBS and Don Lee Network, as well as heads of various divisions of the film industry, attended the luncheon.

A general charity committee for the radio industry, consisting of Don E. Gilman, NBC western division vice-president; Donald W. Thornburgh, CBS Pacific Coast vice-president; Lewis Allen Weiss, vice-president and general manager of Don Lee network; Harry Maizlish, manager of KFWB, and Calvin Smith, manager of KFAC, was appointed by Harry W. Witt, president of the Southern California Broadcasters Assn. Witt is also CBS Hollywood sales manager.

From this committee a liaison group will be formed to meet regularly with the film studio's permanent charity body. Witt emphasized that radio, like the film industry, has been under great pressure for time and talent, from a great number of conflicting charity appeals. He declared Southern California broadcasters were anxious to avoid incompetently handled benefits that end in a deficit rather than in an important contribution to alleviate human suffering.

Weekly Bulletin Planned By NIB; Activities for Past Year Are Reviewed

IN AN ANNUAL report to its membership Dec. 24, National Independent Broadcasters stated that since its organization as a permanent unit in September, 1939, NIB activities have increased to the point where it is now recognized as the spokesman for independent, non-network stations. Plans for issuance of regular weekly bulletins to the membership, commencing this month, were announced by Edwin M. Spence, managing director.

Income of the association is used entirely for the expense of operation. All officers, including general counsel Andrew W. Bennett, are contributing their services.

The report covered the activities of NIB during the last year, summarizing accomplishments viewed as especially beneficial in easing the burden of station management. These were participation in efforts toward amendment of the transcription rule, sunrise rule, revision of broadcast application forms, all in negotiations with the FCC, and activities in the music performing rights field covering BMI, AFM, phonograph record renditions and ASCAP.

PEPSI-COLA Co., Chicago, on Dec. 19 started a four-week campaign of five one-minute discs on WGN, Chicago, besides varied campaign on WCFL, same city. D. T. Campbell Inc., Chicago, placed the business.

WKBB Protests Grant in Dubuque

Asks Court to Prevent New Station From Operating

CHARGING that the action of the FCC in granting the *Dubuque Telegraph Herald* modification of a construction permit extending the station's hours of operation from daylight only to unlimited and increasing its power from 500 to 1,000 watts was "arbitrary and capricious," Sanders Brothers Corp., operators of WKBB, Dubuque, on Dec. 27 filed an appeal with the U. S. Court of Appeals for the District of Columbia as well as a petition for a stay order to prevent operation of the station pending the appeal.

The latest move in the long drawn out legal battle between the newspaper and the owners of WKBB occurred when attorneys for the station filed their notice of appeal with the court.

The case had already gone to the United Supreme Court as a result of the granting of the original construction permit. In that instance the station had contended that the granting of a license for another station in Dubuque would ruin it economically and that the market was not large enough to support two stations. The FCC, however, had granted the license and the station had appealed. The Supreme Court, however, had ruled in favor of the FCC, citing the economic law "survival of the fittest," and establishing free competition.

Later the *Telegraph Herald* asked the FCC for a modification of its original construction permit, requesting unlimited time and an increase in power. This was granted without a hearing.

WKBB charged this was "contrary to the Fifth Amendment of the Constitution and the Communications Act of 1934."

In his appeal Attorney Louis G. Caldwell contended that the FCC erred in 12 instances in granting the modification of the construction permit, and pointed out that the "Commission failed to consider and make findings as to whether or not the granting of the application would result substantially in a monopoly of the media for general dissemination of intelligence in Dubuque."

Kleenex Spots on 15

INTERNATIONAL Celucotton Products Co. (Kleenex) starts a 13-week varying schedule of chain breaks and one-minute transcribed announcements Jan. 13 on 15 stations in five cities. Stations selected are WIRE and WFBM, Indianapolis; WAVE, WHAS and WGRC, Louisville; WLW, WKRC, WSAI and WCKY, Cincinnati; WTAM, WHK and WGAR, Cleveland; WBNS, WHKC and WCOL, Columbus. Lord & Thomas, Chicago, is the agency.

BING CROSBY, star of the weekly NBC *Kraft Music Hall*, sponsored by Kraft Cheese Co., has signed a new straight five-year recording contract with Decca Records Inc., which guarantees him $60,000 a year minimum on a percentage cut for a total of $300,000, reportedly the biggest artist-recording deal ever made.

IT LOOKS like this, and then a week later it looks like that. Modern fabricating genius was utilized by WSAI, Cincinnati, to erect a 16 x 32 foot studio at the Cincinnati Zoo. Having served its purpose, the building was moved to Mt. Healthy, O., and expanded into a 32 x 32 structure. The original building was built in a week, including painting, built-up roof and completely paneled and insulated interior. New panels were added when the building was re-erected for a transmitter house. The Steelox panels are fabricated from Armco Paintgrip galvanized sheets, made by American Rolling Mills Co., Middletown, O. Batt-type insulation is used, with mesh holding it in place and providing ventilation space. An interlocking flange assembly eliminated use of rivets, welds, bolts or nails through the metal. Twenty square feet of Steelox roof, wall or floor can be erected in less than three minutes, it is said.

Vance Resigns

HAROLD C. VANCE, radio engineer associated with RCA Manufacturing Co., Camden, and former head of the RCA transmitter sales office in Chicago, on Dec. 26 announced his resignation to engage in radio consulting work in the East. Temporarily headquartered at 309 Redman Ave., Haddonfield, N. J., Mr. Vance plans to locate soon in Philadelphia. Well known in radio engineering circles, Mr. Vance during the last two years has specialized in facsimile and other new radio engineering developments.

NBC's Schedule Format

NBC has revised its Comparative Network Schedules, listing commercial programs on the Red, Blue and CBS for all hours from 9 a.m. to 1 a.m. for each day of the week, which it sends twice monthly to advertisers and agencies. Somewhat larger in size, the new form also carries a list of all NBC commercials, showing the sponsor, agency, point of origin and number of stations for each program. New form also shows in italics NBC sustaining shows that are available for sponsorship. Schedule is prepared and compiled by George Burbach Jr.

WRVA, Richmond, Va. described the departure of Admiral Wiliam D. Leahy the new ambassador to unoccupied France from the quarter deck of the cruiser *Tuscaloosa* Dec. 23. Leahy sailed from Norfolk on the warship for his new post.

New York Court Fixes Jan. 13 for Disc Trial

SUIT of the Chilean Nitrate Sales Corp., New York, against Grombach Productions, New York, has been set for trial Jan. 13. Company is seeking to restrain the transcription firm from instituting proceedings against the 18 stations now broadcasting the *Uncle Nachel* series, ownership of which is claimed by both parties [BROADCASTING, Dec. 15].

In the meantime, Stanley M. Lazarus, attorney for the Grombach organization, filed counterclaims, alleging breach of contract and plagiarism, and fraudulent conspiracy in inducing talent to breach contract with Grombach. Named in the action are O'Dea, Sheldon & Canaday, New York, the Chilean agency, and Transamerican Broadcasting & Television Corp., now producing the series. At the same, Mr. Lazarus announced that he was starting suits on behalf of his client in Alabama, Georgia, and Louisiana courts against stations in those states which are currently broadcasting the program.

MUTUAL Broadcasting System, through its key station WGN, Chicago, is reported as contacting Hollywood film studios for cooperation on a new radio program that would serialize motion pictures on the air. They are asking for name talent to accompany each show. Paramount is said to be the first company to consider the proposition, and is lining up the script of "Whispering Smith", which Sol Siegel will produce.

New Appeal Filed In WAPI Ruling

Assignment Case Is Shifted After High Court Decision

CARRYING forward its appeal from an FCC decision of 18 months ago denying the voluntary assignment of WAPI, Birmingham, from Alabama Polytechnic Institute, U of Alabama and Alabama College to Voice of Alabama Inc., the four parties on Dec. 30 filed an appeal with the U. S. District Court for the Northern District of Alabama.

The complaint marked the first action conforming with the recent dictum of the U. S. Supreme Court, set out in its Nov. 25 decision in a case involving the transfer by lease of KSFO, San Francisco, to CBS, specifying jurisdiction in Federal district courts for cases involving voluntary assignments of station licenses [BROADCASTING, Dec. 1].

Change of Tribunals

The case, which recently was withdrawn from the U. S. Court of Appeals for the District of Columbia where it had been filed previously, stemmed from far-reaching FCC action May 16, 1939, in denying transfer of the WAPI license to Voice of Alabama Inc. for a period of 15 years starting in 1937 [BROADCASTING, June 1, 1939].

The parties took the case to court after the FCC subsequently had denied a petition for rehearing and oral argument. The complaint was filed in the Alabama Federal court by Thomas S. Lawson, Attorney General of Alabama and attorney for the three schools jointly owning the station, and Duke M. Patrick, Washington counsel for Voice of Alabama Inc.

The plaintiffs allege that the FCC action in denying the petition for rehearing amounts to denying any hearing whatsoever on their application for transfer of license and therefore denies them due process of law. Setting out a long list of allegations concerning the FCC order of May, 1939, the complaint further avers that the Commission's action is based on provisions of the lease agreement relating "solely to the private or business affairs" of the plaintiffs and that in various ways the Commission has stepped out of bounds in disposing of the case, among them attempting "to place illegal and unwarranted restrictions upon the right of assignment conferred upon all licensees of radio broadcast stations by Section 310 (b) of the Communications Act of 1934".

The denied application involved a 15-year lease of the 5,000-watt station, whose license is jointly held by the three educational institutions, to Voice of Alabama Inc., under whose proposed setup CBS would be a 45% stockholder; Ed Norton, Birmingham businessman and controlling owner of WMBR, Jacksonville, Fla., 42% stockholder; and Thad Holt, manager of the station, holder of the remaining 13% stock. The station at present operates commercially under a management agreement with Mr. Holt.

FRIDAY Magazine, New York, will sponsor on WHN, New York, starting Jan. 6 for a 52 week period a thrice-weekly quarter hour commentary by the publication's editor, Dan Gillmor. H. C. Morris & Co., New York, is the agency.

Opposing Elements in Music Feud State Positions

Dept. of Justice Statement

HERE is the text of the Department of Justice statement announcing its plan to institute criminal proceedings in the copyright situation:

Attorney General Robert H. Jackson announced today (Dec. 27) that he had authorized Thurman Arnold, Assistant Attorney General in charge of the Antitrust Division, to institute criminal proceedings under the Sherman Act against the American Society of Composers, Authors & Publishers, Broadcast Music Inc., the National Broadcasting Co., and the Columbia Broadcasting System. The proceedings will be brought in Milwaukee, Wis., immediately after the first of January, and will be based on the following charges:

1. The illegal pooling of most of the desirable copyright music available for radio broadcasting in order to eliminate competition and to monopolize the supply.

2. Illegal discrimination against users of copyright music.

3. Illegal discrimination against composers who are not members of ASCAP or Broadcast Music Inc.

4. Withholding music from publication in order to exact fees not permitted by the copyright laws.

5. Illegal price fixing.

6. Restraining composers in their right to bargain for the sale of their own music.

7. Requiring users of music to pay for tunes on programs in which no music is played.

8. Mutual boycotts by ASCAP and by the broadcasting chains (through Broadcasting Music Inc.) in an attempt by each of these conflicting groups to obtain for themselves control over the supply of music by depriving the others of control, which boycotts threaten to restrain and obstruct the rendition over the radio of about 90% of the desirable modern copyright music.

Monopoly Practices

Explaining the Department's decision to institute criminal proceedings, Assistant Attorney General Arnold said:

"For a number of years the Antitrust Division has received constant complaints against the activities of ASCAP. The original purpose of ASCAP was one which the Department recognizes to be legitimate, i.e., collective action to protect its members from piracy of their copyrights. Activities which further this purpose have not been questioned by the Department, and are not attacked in these proceedings.

"However, the Department for many years past has frequently called to the attention of ASCAP practices which went far beyond the necessity of protecting its members in their copyright privileges,—practices which were designed solely for the purpose of eliminating competition in the furnishing of music, and securing a monopoly control over the supply.

"Recently, through Broadcast Music Inc. (an association controlled by the major broadcasting chains), NBC and CBS have engaged in, and threaten to continue on a larger and larger scale, restrictive practices similar to those which the Department charges were illegally instituted by ASCAP. It is claimed that these activities were necessary to protect the broadcasting chains from the illegal activities of ASCAP.

"The Department is not concerned with the question as to which organization was the aggressor. Each of these groups today is charged with using illegal methods to wrest the control of copyright music from the other. The threatened conflict is already in its first stage. The mutual boycotts already begun will hamper and obstruct the rendition of all copyrighted music over the radio and deprive the public of the privilege of hearing that music except on terms dictated by the victor in the contest. In such a struggle the public is in the position of a neutral caught between two aggressive belligerents.

SESAC Inquiry

"This Department cannot sit by and see ASCAP and the broadcasters engage in a private war at the expense of the public, using violations of law as their weapons in order to fight fire with fire. We have tried to obtain voluntary agreement to form the basis of a working peace which would eliminate the illegal activities and allow the associations of composers to continue their legitimate function of protecting their members from piracy. Those efforts, which a few days ago appeared to be on the verge of success, have failed. Now we have no choice but to proceed with a criminal prosecution to protect the interests of the public in orderly competition in the distribution of music.

"It should be added that complaints have also been received against the Society of European Authors & Composers, commonly called SESAC. These complaints are now being investigated."

Neville Miller's Statement

Following is the statement of NAB-BMI President Neville Miller, released in New York Dec. 26 following the Department of Justice announcement and issued on behalf of NBC and CBS as well as the trade association:

The Department of Justice is on the right track in bringing criminal charges against the American Society of Composers, Authors & Publishers. For many years broadcasters have sought relief from the grip of this illegal monopoly. It is a fact that the Department has had pending an antitrust suit against ASCAP for more than six years and it is also true that for many weeks now the Department has been dickering with ASCAP for a consent decree which would have eliminated the monopolistic practices of which the broadcasters complain. This consent decree would have established an open and competitive market for music which once more would give broadcasters access to the great supplies of music controlled by the society in a monopolistic pool.

It is significant of the justice of the broadcasters' complaints against the society and of the propriety of the Department of Justice's pressing for a consent decree on the part of ASCAP that only two days ago three justices of the Federal Court in Washington unanimously held that ASCAP was an illegal monopoly in the restraint of trade.

Stock Ownership

It is most unfortunate that the Department appears to have confused the illegal practices of ASCAP with the perfectly legitimate effort of broadcasters to create an alternative competitive supply of music.

BMI is not the creature of NBC and CBS. It was formed by mandate of the NAB in open convention, and more than 600 stations are the owners of its stock and the users of its music. It was at the urging of many of these stations and of myself that the networks cooperated in the formation of BMI, of which they together hold only 17.1% of the stock. Broadcasters throughout the country set up BMI after they had found it impossible to deal with ASCAP on any basis other than paying a tax on all programs whether they used music or not. In forming BMI, we had competent legal advice and are confident that it is in no sense violative of the law.

The statement issued by the Department of Justice shows that the department does not understand the setup of BMI. This is not surprising in view of the fact that the Department of Justice has made no attempt to discuss this setup with broadcasters, nor has it pointed out to us any ways in which it believed we were violating the law.

Certainly if it believes the broadcasters are attempting a boycott, they are completely misinformed. For weeks the Department of Justice discussed a consent decree with ASCAP and, when it failed to get one, it suddenly accuses practically the whole broadcasting industry, represented in BMI, of criminal practices without giving us any opportunity at all for a similar discussion. The reason for this unusual behavior is not at all clear to me, and I hope that before the Department carries out its announced plan, it will be willing to give at least as much consideration to the broadcasters as it has given to a society which it has itself branded as a law violator over an extended period of years.

Gene Buck's Statement

Gene Buck, president of ASCAP, issued the following statement Dec. 26:

Attorney General Jackson's announcement to proceed to indict ASCAP is regrettable but does not come as a shock to me or my associates. We composers and authors of the nation have long grown used to the power and influence of the broadcasters since the birth of radio. The only new feature of the government's announcement is Mr. Arnold's declaration to also indict CBS, NBC and their company union, BMI, for which he receives our sincere congratulations.

This is the first time to my knowledge that the Attorney General's office has addressed itself publicly to doing something about the monopoly, the power and the activities of our opponents. Heretofore our society has been singled out as the big bad wolf by the Government and all the big guns have been aimed at the society, we who create the music and the songs of the nation.

The Assistant Attorney General's announced proceedings to finally go into the entire structure of the monopoly of the air and its affiliations should be welcome news to every one concerned—the public, the legislatures, the judiciary throughout the nation and my associates in the society.

Final Ruling Awaited

The breaking down of the negotiations between the Attorney General and ourselves was on his insistence that we accept a decree requiring the society to do business as prescribed by certain laws which the broadcasters succeeded in having enacted in Florida and Nebraska, as well as in other States in 1937. The State statutes were declared invalid by 11 Federal judges sitting in three States and upheld in one State, namely Washington, on Christmas Eve by three judges.

The Supreme Court has agreed to review two of the decisions. The cases will be argued the latter part of next month or the early part of February. In view of the desirability of obtaining an authoritative ruling on this important question from the nation's highest tribunal, the society suggested that discussion of these matters be deferred until the Supreme Court decision.

The importance of the matter to the authors and composers of our nation's music seemed to justify this request. The slight delay necessary was felt to be inconsequential when viewed in the light of the Government's inaction in this matter for a period of five years since the date when the Government requested the adjournment of the trial in the case which it brought against the society in 1934.

The society has continuously functioned in protecting the interests of the composers and authors in the same way for more than a quarter of a century. A previous Attorney General of the United States as well as the Federal Trade Commission have upheld the legality of the society's activity. Notwithstanding this period of acquiescence by the United States Government, the Assistant Attorney General in charge of this case threatened an indictment unless our society consented to a decree prior to the Supreme Court decision.

'Willing to Negotiate'

The society could not afford to surrender to this ultimatum on the grounds it was entitled to await the Supreme Court decision. We believe our position and decision to refuse to yield to a consent decree in the light of these facts is sound. As the nation knows, we are engaged in a controversy with the broadcasting industry which through its power and influence has instigated and motivated our legal difficulties in the nation's capital in Washington, and throughout the separate States in the Union.

We will continue to protect the rights of our members in an orderly, legal and humane manner with all the gifts and instrumentalities at our command. We insist that those who create the music of the nation shall be paid for their efforts and we will continue to resist all efforts to control or whittle away their rights or infringe their works irrespective of the n ight and power of the users.

We have offered and are still willing to meet the broadcasters any time, any place, anywhere to negotiate and settle our differences, but all the efforts of those who have tried for over eight months, including ourselves, have been unsuccessful. The broadcasters have evidently decided to go through with their plans to boycott our music and no one, it seems, including the Government, can induce them to change their set course.

SESAC Statement

THE FOLLOWING statement was issued Dec. 27 by Leonard David Callahan, general counsel of SESAC:

In view of SESAC's friendly contractual relations with the broadcasting industry during the past ten years, its close cooperation with the NAB, and long term license agreements with 700 radio stations, published reports that the Department of Justice has received complaints concerning SESAC are evidently erroneous. Inquiry at Department of Justice today by SESAC failed to elicit any substantiation of the reference in the newspaper article.

Merchandising & Promotion

Gadgets Galore, and Useful Ones, Too—News of Features—Tags on Time—Bus and Trolley Cards

CHRISTMAS gifts to the trade covered a wide range of gadgets, practical items and novelties. The donations included radios, refreshments, desk pieces and a tiny aspirin box. Among gifts received by BROADCASTING were:

WFIL, Philadelphia—Radio; cigarette container.
WQAM, Miami—Tropical jelly.
WIP, Philadelphia—Letter opener.
WFAA, Dallas—Grapefruit.
WSPD, Toledo—Circular pocket knife.
WNEW, New York—Beverage.
WOV, New York—Beverage.
WGAR, Cleveland—Desk calendar.
WLAW, Lawrence, Mass.—Slipstream letter opener.
WCAU, Philadelphia—Eveready desk pad.
WCOA, Pensaloca—Pecans.
WPEN, Philadelphia — Pop-up cigarette container with clock.
WOWO, Fort Wayne—Zippo lighter.
WBAL, Baltimore—Silent-flame lighter.
WDAY, Fargo, N. D.—Pencil calendar.
KIDO, Boise, Ida.—Idaho potatoes.
KDYL, Salt Lake City—Penknife.
KTAR, Phoenix—Dates.
KFEL, Denver—Celery.
KLRA, Little Rock—Bacon.
George Hollingbery & Co.—Sausage, bacon.
Standard Radio—Time dial.
Major Bowes—Aspirin box.
Oklahoma Pub. Co.—Mistletoe.
SESAC—Desk calendar with clock.
O. L. (Ted) TAYLOR STATIONS—Grapefruit.

* * *

UP Promotes Features

TO PROMOTE supplemental news features on the United Press radio wire, the news service is issuing weekly color brochures explaining each of the seven features released daily and the three released on Sundays. Each feature is aimed at definite listeners such as sports fans, women, movie fans, farmers, etc., and the brochures will be used by the stations as sales presentations. UP is surveying station use of the features.

* * *

Transit Displays

WIRE, Indianapolis, has made a year-round deal with Indianapolis Railways Inc. for the constant display of two display cards in each of 376 street cars and buses. In addition, station will use outside promotion cards on the vehicles.

FOOTBALL CONTEST
Fort Worth Interested in Picking Favorites

IN CONNECTION with its exclusive broadcasts of the District 7-AA high school football games in the Texas Interscholastic League this fall, KFJZ, Fort Worth, conducted a "Popular Player Contest" among Fort Worth high schools which drew intense interest from purchase-minded listeners. The contest was conducted on KFJZ under sponsorship of Worth Food Markets, one of four co-sponsors of the football series. Zack Hurt, KFJZ sports commentator, originated and handled the contest.

At contest-end in December, 924,007 votes were tabulated, each vote representing a purchase at the Worth Food Markets. No advertising was used to promote the contest except a single announcement on each football broadcast, explaining the voting system. After a purchase listeners were entitled to vote on the back of the sales slip. Voters in the contest made purchases averaging $1.84, with some of the stores running as high as $2.42 per person, according to an analysis by KFJZ. Winner of the popularity contest, with 144,324 votes, was Ray Coulter, star end of the Masonic Home football team.

Books for Kids

LISTENERS who send in a question used on the WHN, New York, sustaining program, *Kid Wizards*, receive a book if the question is answered correctly. However, if the query stumps the kids, the sender receives $5 in cash, and has the privilege of sending a child guest to appear on the program, who receives a 20-volume set of the "Book of Knowledge" for the appearance.

* * *

Boon to Motorists

GOOD news for listeners of WFAS, White Plains, N. Y., was supplied by John Dillon, sportcaster, during a fight broadcast sponsored by Cyclone Auto Supply Stores. The stores offered to buy 1941 auto license tags for listeners, the fee to be paid back to Cyclone in installments. The scheme saves motorists the trouble of standing in line to get new tags, besides easing the burden of payments for tags. Cyclone sponsors blow-by-blow broadcasts of fights every week, with Dillon at the microphone.

* * *

Advance Notice

A NEW IDEA recently was incorporated in *San Francisco Presents* on KGO, San Francisco, when Producer Bob Dwan ran in a trailer on a forthcoming KGO program. Each week the program includes a sample of some KGO show to be heard in the future.

Tower Serenade

KCMC, Texarkana, Tex., serenaded Christmas shoppers with Yuletide music every half-hour from 10 a.m. to 8:30 p.m., played over a 75-watt public address system attached to its antenna tower in the downtown shopping area. The speakers were placed so the music did not blast nearby listeners but was of enough strength to be heard eight blocks away. FCC granted KCMC permission to mount the speakers on the antenna tower.

CHNS
HALIFAX, N. S.
THE KEY STATION OF THE MARITIMES

One-third of all radio sets in Nova Scotia are within twenty-five miles of our antenna, two-thirds are within our primary coverage area. No advertiser can afford to overlook this field.

Representatives
WEED & COMPANY
350 Madison Ave., N. Y.

BROCHURES

NBC—Third edition of booklet, "How Schools Can Use Radio," mailed to teachers, educators, parent-teacher groups, describing NBC public service programs. Booklet is prefaced with statements by David Sarnoff, RCA president, Niles Trammel, NBC president, and Dr. James Rowland Angell, NBC counselor on public service programs.

WAPI, Birmingham—Folder, reprint of an article in *Time*, Nov. 25, "Boom in Birmingham," describing city's increased steel production resulting in increased buying powers.

KDKA, Pittsburgh—Two-color folder, "Identity," with reproduction of large fingerprints around the title, inside spread of clippings from magazine and newspaper articles written about the station at the time of its 20th anniversary in November.

NBC—Pocket-size pamphlet, "NBC Interprets Public Service in Radio Broadcasting," summarizing policies and program plans recommended by Dr. James Rowland Angell, NBC educational counselor.

KGO-KPO, San Francisco—Mailing piece titled "Clean Sweep," depicting KGO-KPO-*San Francisco Chronicle* election coverage.

NAB—Brochure on successful use of radio by drug stores, 10th in "Results from Radio" series by NAB Bureau of Radio Advertising.

WOR, New York

WOR, listed as a Newark station since its advent, officially will become a New York City station if an application filed Dec. 23 with the FCC is granted. While its transmitter is located on the Jersey side, the station seeks removal of its main studio from Newark to its New York headquarters at 1440 Broadway. Station location is determined by main studio site, rather than transmitter site.

WCKY, Cincinnati—12-page souvenir booklet for studio visitors featuring photos of promotion activities of the station.

MILLION DOLLARS for HOUSING

Plans are underway, a $1,016,000 appropriation has been made by the Federal government, and construction is expected to be started in early spring for a 270 unit housing project in Shreveport. Another reason why smart advertisers will now reserve time on the powerful 50,000 watt station, KWKH.

50,000 Watts

A SHREVEPORT TIMES STATION
KWKH
Represented by The Branham Co.
CBS
Shreveport Louisiana

● A splendid opportunity for increased sales is waiting in Western Canada this year. A Record Wheat crop on a firm and rising market, together with tremendous war orders, is putting millions of dollars of new money into circulation among Canadian farmers, cattlemen, fruit ranchers, miners and oilmen.

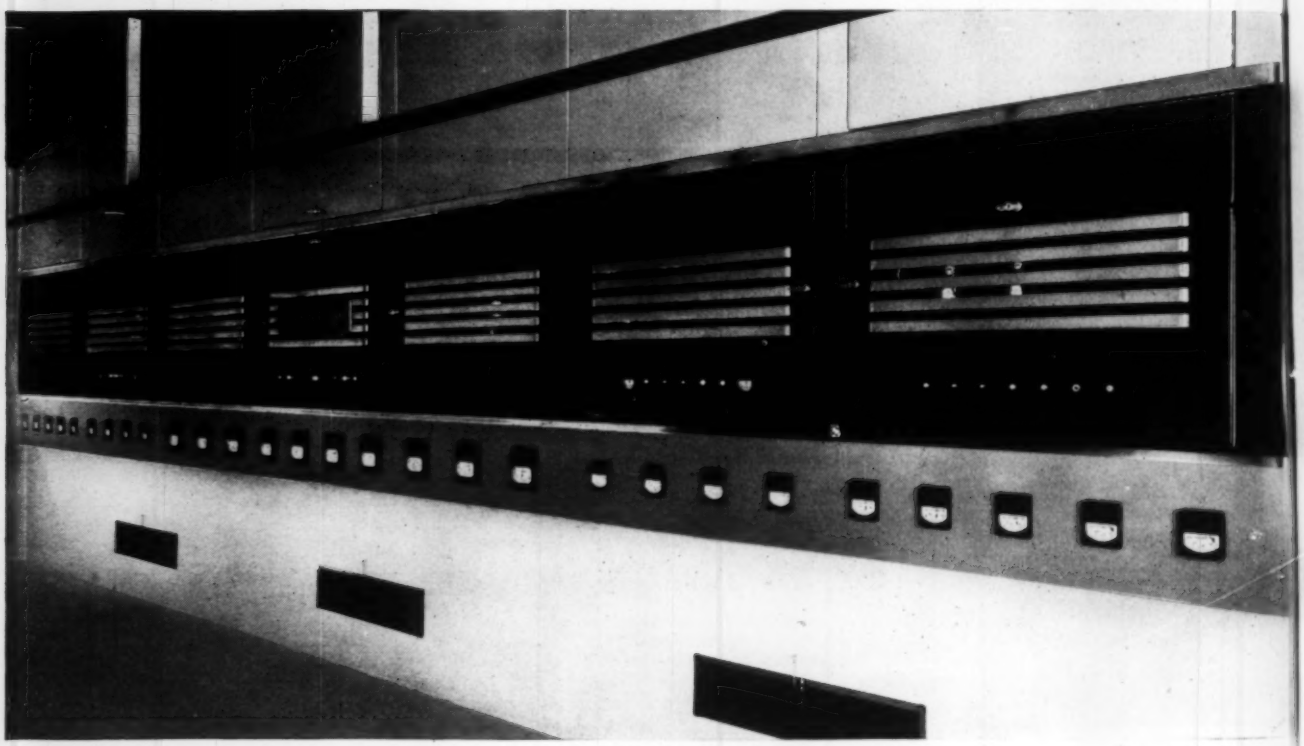
This means greater potential sales for your product in Western Canada. Make these sales at a low cost by placing your program on—

THE ALL-CANADA FOOTHILLS GROUP
(All Basic CBC Stations)
First in Listener Preference
Write for Audience Figures

CKCK Regina, Sask.
CHAB Moose Jaw, Sask.
CJOC Lethbridge, Alta.
CFAC Calgary, Alta.
CJCA Edmonton, Alta.
CJAT Trail, B.C.
CKOV Kelowna, B.C.

Representatives:
U.S.A.—WEED and COMPANY
CANADA - All-Canada Radio Facilities Limited

BUFFALO'S WKBW



This is the typical 50-HG installation of seven cubicles placed side by side to form a single attractive unit. WKBW's new 50-kw transmitter will consist of nine cubicles, arranged in line. The two additional cubicles house the rectifier and antenna phasing equipment.

Westinghouse

GOES TO 50,000 WATTS

...selects Westinghouse 50-HG for fidelity, economy and reliability of transmission

Soon ten million listeners, from Maine to South Carolina, will be within range of Station WKBW. Present listeners in the densely populated area of Western New York, Western Pennsylvania, and Eastern Ohio, will welcome the increased signal strength, the new high quality of transmission.

WITH THESE OPERATING ADVANTAGES:

- Air-cooled tubes in all stages.
- Extremely low operating costs.
- Metal rectifiers throughout, except main high voltage rectifier.
- Inductive neutralization of the power amplifier.
- Equalized feedback.
- Compressed gas condensers.
- Complete elimination of fuses.
- Spare rectifier tube at operating temperature.
- Ease of adjustment.
- Unit construction throughout.
- Full automatic control.
- Relatively low plate voltages.
- Conservative operation of all tubes.

National and local advertisers, alike, will welcome the added power of this Buffalo station.

This is the third station receiving a 50-kw construction permit since January 1, 1940, which has selected the *Westinghouse 50-HG* Transmitter. Only *four* such construction permits were granted in this period.

That these three stations have each chosen the Westinghouse Transmitter is more than a coincidence. For here is a transmitter that is the last word—in economy, convenience of operation, fidelity and reliability.

This transmitter is designed on the basis of experience gained in actually operating radio stations—Westinghouse owns and operates the first, as well as several of the most powerful, radio broadcasting stations.

It is built by craftsmen who have been manufacturing radio equipment since the earliest days of broadcasting.

It is backed by the ONLY company that manufactures, under its own name and own responsibility, ALL equipment needed for complete radio transmitting station operation.

J-08031

Broadcast Equipment

Defense Activities, Progress of Radio Reviewed by FCC

Minimum Interference with Communications Plann In Case of Emergency, Says Annual Report

IN ITS FIRST "streamlined" report to Congress, covering major activities for the entire calendar year 1940 rather than only the fiscal year, the FCC Jan. 2 told of its vastly increased functions, particularly because of national defense requirements and new developments in broadcasting and other phases of communications.

The FCC advised Congress that in prescribing certain general defense curbs, its action is "precautionary rather than disciplinary". The Commission said it was "proud of the patriotic and cooperative response of operators and industry both". Particularly mentioned was the collaborative spirit of the broadcasters.

Treaty Switchover

Alluding to the broad powers given the President under Section 606 of the Communications Act to commandeer communications facilities, the report said the Commission does not want to interfere with communications "any more than is necessary for the national protection". It desires particularly, said the report, "to preserve the present linking of radio facilities throughout the land for efficient and instantaneous communication".

In a section devoted to the impending reallocation under the North American Broadcasting Agreement, the FCC pointed out that the Havana pact "contains no provision for continued operation of high-powered stations just across the Mexican border". It stated that the chief noticeable difference to the average listener, once the reallocation becomes effective as scheduled on March 29, 1941, will be that his favorite station above 730 kc. will occupy a slightly different place on the dial, usually higher.

Explaining the sharp decrease in the number of hearings on broadcast applications, the FCC attributed this largely to changes in the method of handling, pointing out that in the past it has been the practice to designate for hearing, without seeking additional information from the applicants, applications which upon their face did not contain sufficient information to warrant the Commission in finding that grants would meet the statutory standard.

The FCC said that during the past year particular effort was made to obtain in detail additional facts, without the necessity of hearing. New application forms were adopted with a view to eliciting, so far as possible, all pertinent information in the first instance, thus eliminating the necessity of requiring applicants to file additional material.

Right of Appeal

Defending this procedure, which has been under sharp attack, the Commission said ample protection is afforded through petitions for reconsideration, re-hearing and hearing, and the right to appeal to the courts, provided by statute. The principal beneficial result of eliminating unnecessary hearings has been to provide broadcasting service where needed, without long delay, according to the report.

Procedure in handling complaints and investigations, often a subject of Congressional inquiry, was covered in detail by the FCC.

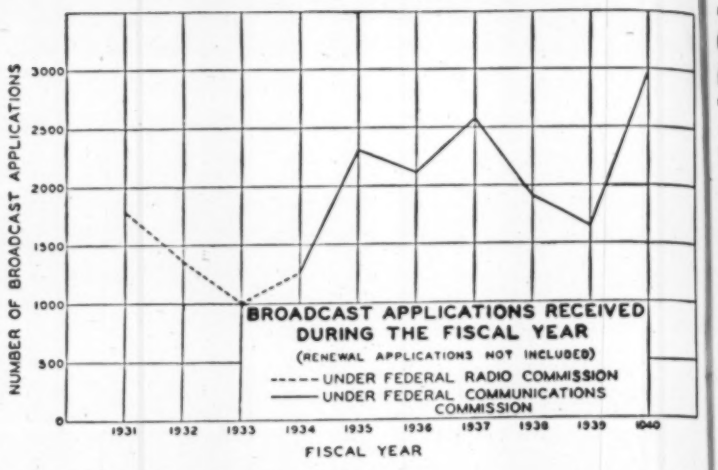
The Commission entertains complaints on advertising continuities, where the action of the station appears to be against public interest, and occasionally refers complaints alleging unfair trade practices to the Federal Trade Commission. In matters involving refusal of time on the air, the report said, complainants are informed that stations are expressly declared by the Communications Act not to be common carriers. It was emphasized that the Commission has made no regulation or condition interfering with the right of free speech.

Covering non-standard broadcast services, the FCC recounted developments dealing with FM, television, and allocations of high-frequency bands for those services. It said that the ensuing year will offer practical demonstration of FM's claimed clarity and staticless quality. Television was declared to be making substantial progress, with the cooperative assistance of the industry and the Commission.

More than a score of stations geographically distributed throughout the nation have been licensed to experiment with various types of visual transmission, and participating stations have budgeted a total of $8,000,000 for this experimental work, looking toward full commercial operation.

Unlike past reports, the Commission made no specific recommendations to Congress. It is expected, however, that early in the new session the FCC may submit recommendations as a result of the network monopoly inquiry, still awaiting final action.

AMONG radio figures signing the Dec. 26 letter to President Roosevelt regarding aid to Great Britain were Barry Bingham and Mark Ethridge, WHAS and *Louisville Courier-Journal*; Dorothy Thompson, commentator; Wythe Williams, commentator; Dr. James Rowland Angell, NBC counselor for public service programs.



Plenty of Pull

JAMMED telephone lines recently brought about the signing of a much-sought 26-week schedule by WJDX, Jackson, Miss. Jitney-Jungle Stores, with 12 stores in Jackson and others throughout the South, recently contracted for seven quarter-hours on WJDX tying in with its Founders' Week. The programs, on which 10 pounds of coffee were awarded daily to the first 10 listeners calling in the correct number of times the word "Jitney-Jungle" was used during the middle commercial, lasted only three days because telephone lines on the Jackson exchange were blocked for five minutes or so each day. Threatened with an injunction against the program, WJDX dropped the giveaway angle with consent of the sponsor. At conclusion of the short schedule Jitney-Jungle was so impressed with radio's drawing power that it signed the 26-week contract.

Engineering Standards Are Published by FCC

COPIES of the FCC's *Standards of Good Engineering Practice Concerning Standard Broadcast Stations* have been printed for the first time by the Government Printing Office. In announcing publication of the rules in printed form, the FCC indicated that it would send copies free only to broadcast licensees, although others may get copies for 30 cents each from the Superintendent of Documents, Government Printing Office, Washington.

The standards interpret and elaborate on the rules and regulations, which form the basis of good engineering practice as applied to the standard broadcast band, and represent the consensus of the broadcast industry as expressed in conferences with engineers and manufacturers, augmented by extensive field surveys conductd by the Commission's field staff, according to the FCC. First made effective Aug. 1, 1939, the compilation has been revised to July 20, 1940, in the printed edition.

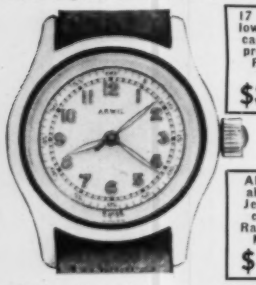
FCC in Recess

UNLESS there are unforeseen dedevelopments, the FCC will not hold another meeting until Jan. 7, having held its last regular pre-holiday session on Dec. 17. Chairman James Lawrence Fly has been vacationing in Florida and does not plan to return until after New Year's. Commissioner Norman S. Case has been Acting Chairman since early in December.

WILOA presents "AKWIL"

It's Original - Sensational - Entirely NEW!

The Timepiece you have been waiting for. Combining the latest features in a wrist watch.



17 Jewel yellow R. G. P. case. Rustproof Back. Pig Skin Strap. **$33.75**

Also available in 7 Jewel, Steel case with Raised Gold Numerals **$19.95**

- Sweep Second Hand
- Shockproof
- Waterproof
- Dustproof
- Luminous Dial and Hands
- Unbreakable Crystal
- Non-Magnetic

This Watch is constructed for Dependability and Accuracy—Styled for the Discriminating—Shockproof — Waterproof — Dustproof — Equipped with Luminous Dial and Hands. A regular Wrist Watch especially designed for those requiring Split Second performance—Announcers—Control Room Engineers and Technicians—**Calibrated to 1/5th Second.** Our WRITTEN GUARANTEE protects you against defects for one year. YOUR MONEY REFUNDED in 10 days if this watch does not perform to your entire satisfaction.

THE WILOA COMPANY

Suite 206 - 23 Flatbush Ave., Brooklyn, N. Y.

Use this coupon at once! Send Money Order or Check. Cash by Registered Mail only.

THE WILOA CO.
Suite 206—23 Flatbush Ave., Brooklyn, N. Y.
☐ Enclosing $33.75. Send 17 Jewel Akwil.
☐ Send C.O.D. 17 J. Akwil at $33.75.
☐ Send C.O.D. 7 J. Akwil at $19.95.

Name .....
Address .....
City ..... State .....

We prepay charges if remittance accompanies order. B-J1-41

WWNC

ASHEVILLE, N. C.

FULL TIME CBS AFFILIATE 1000 WATTS

sole **BLANKET** *radio* **COVERAGE** *of*

WESTERN NORTH CAROLINA

Equipment

WINCHARGER towers have been purchased recently by WMRN, Marion, O.; WCBT, Roanoke Rapids, N. C.; KGLO, Mason City, Ia.; KWIL, Albany, Ore.; WBTA, Batavia, N. Y.; WTCM, Traverse City, Mich.; WDEF, Chattanooga, Tenn.; KDTH, Dubuque, Ia.; WFHR, Wisconsin Rapids, Wis., according to M. M. Lasensky, in charge of tower sales.

ORDERS for marine radio equipment totaling $450,000 have been placed by the Government with Radiomarine Corp. of America as part of the defense program, according to Charles J. Pannill, president. Additional floor space doubling the laboratory and manufacturing area is being acquired.

RCA MFG. Co. has announced a new control device for mobile radio systems by which any car or group of cars can be called without disturbing other receivers in the same system. The device was developed by the Emergency Communications Section of RCA. It was given its first showing at the Seventh Annual Conference and Exhibits of the Associated Police Communications Officers at Orlando, Fla.

WTAD, Quincy, Ill., has started construction of its new transmitter layout, reported to cost from $45,000 to $50,000, including two 270-foot Truscon towers and a Collins 1,000-watt transmitter. WTAD holds a construction permit to expand from limited time operation to fulltime with 1,000 watts on 900 kc., using directional antenna.

WESTERN ELECTRIC 639A cardioid microphones are being installed in the studios of WBNX, New York. The 639A type, recently perfected by Western Electric, is a combination of three standard mikes, enabling six different types of pick-up.

WTMJ Erects Plant For FM Transmitter

WTMJ, Milwaukee, has started construction on the new building to house its 10 kw. FM transmitter, first step in a half-million dollar triple-function broadcast project undertaken by the Milwaukee Journal Co. [BROADCASTING, Nov. 15]. The new FM transmitter, W55M, is to be located on U. S. Highway 41, 21 miles northwest of Milwaukee. Although the base of the antenna will be about 450 feet above the level of the city, exact height of the tower has not been determined.

Studios will be located in the huge new WTMJ "Radio City" structure to be built this spring. The transmitter building, in addition to housing mechanical equipment for the FM operations, also will include living quarters for engineers. According to FCC computations, the 10 kw. FM outlet will cover an area extending up to 70 miles from the transmitter.

THE *Cedar Rapids* (Ia.) *Gazette*, applicant for a new 100-watt station in that community on 1420 kc., has been authorized by the FCC to amend its application to ask for 5,000 watts on 1550 kc. The newspaper has also applied for an FM outlet on 44.7 mc.

W2XVP, shortwave adjunct of WNYC, New York, is now on the air from 7 to 9 p.m., with musical and educational programs. It operates with 1,000 watts at 26.1 mc. Production and announcing are handled by Cy Blum.

WBOS Soon to Begin Regular Latin Service

WBOS, 50,000-watt Westinghouse international broadcast station in Boston, on New Year's Day will start regular scheduled service to Latin America, according to a Dec. 26 announcement by Lee B. Wailes, Westinghouse manager of broadcasting. Service on the European beam is to start later, it was announced. WBOS, known as WPIT before it was moved from Pittsburgh to Hull, Mass., will operate daily from 4 to 11 p.m., carrying two hours in English, three in Spanish and two in Portuguese.

The station operates on six frequencies—6140, 9570, 11870, 15210, 17780, 21540 kc. During the first weeks of operation, the station will be supervised by F. P. Nelson, Westinghouse director of international broadcasting, but subsequently it will be in charge of W. C. Swartley, manager of WBZ-WBZA, Boston-Springfield. Occupying studio and office space adjoining WBZ quarters in Boston, WBOS is independently staffed, with R. F. Brock as studio supervisor. The 50 kw. plate-modulated transmitter is claimed to be the first air-cooled shortwave unit in the country. The station's two directional rhombic antennas are located in an ocean-side salt marsh at Hull, near the WBZ transmitter.

RCA to Expand Plants To Handle War Orders

EXPANSION of manufacturing facilities at the RCA plants in Camden, N. J., and Indianapolis is provided under a $2,370,000 contract awarded the company by the Navy Department.

The contract calls for the acquisition, construction, and installation of additional plant and equipment and modification of the present facilities at the company's Camden factory. The contract also provides for new land, additional machinery and equipment at RCA's new plant in Indianapolis.

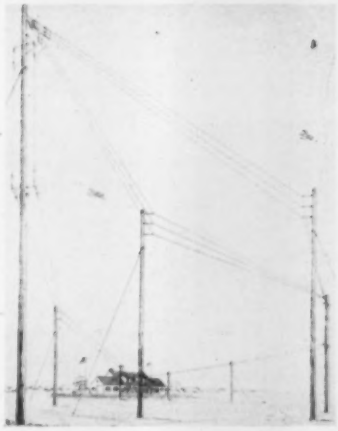
The Navy said that types of radio equipment being manufactured comprise apparatus for battleships, cruisers, destroyers, submarines, and auxiliaries as well as planes.

In announcing the contract RCA said the Navy's procurement program has not interfered with the development and manufacture of radio apparatus for broadcasting home reception, or the usual commercial fields.

RAY LYON, head of the WOR, Newark, recording division, observed his annual Christmas eve custom by erecting loudspeakers in the courtyard of his Manhattan apartment, and putting on an hour concert of Yuletide music for his neighbors.

The Pioneer Voice of Kansas
KFBI WICHITA
5000 WATTS
1050 Kc.

WBOS Antenna Array



LOCATED in an ocean-side salt marsh at Hull, Mass., this directional antenna array is the heart of the newly scheduled regular operation of WBOS, Westinghouse's 50 kw. international station with studios in Boston. The station starts regular service to Latin America Jan. 1, with European service coming later. The rhombic antenna is 700 feet in overall length and is mounted on four 90-foot poles, with a similar but separate antenna system set up for the European operations.

DAVID ROSS, CBS announcer, is celebrating his 12th anniversary with the network. Mr. Ross joined CBS in January, 1929.

IBEW AGREEMENT WITH KRSC SIGNED

THE IBEW in the West has announced at its San Francisco headquarters that a contract has been signed with KRSC, Seattle. The contract provides for wage increases to $210 per month for technicians and $240 per month for the chief engineer, with increased jurisdiction over recordings. Otherwise the agreement remains the same—three weeks vacation with full pay, sick leave, overtime pay and full seniority rights.

IBEW reported it is negotiating with KIDO, Boise, Id., for a union contract for its technical staff. C. P. Hughes, business manager of local B-77, Seattle, has been appointed by IBEW International Representative Roy Smith to act as Coordinator for radio technicians in the State of Washington.

Technicians in Northern and Central California are planning to attend the meeting of the broadcast division of the Northern California Conference of the IBEW at Stockton, Jan. 4. It will be a joint meeting of the Northern and Central Conferences.

Shell Oil Tests Television

SHELL UNION OIL Corp., New York, experimented with television advertising Dec. 27, when, in cooperation with General Electric Co., operator of television station W2XH, Schenectady, it staged a telecast featuring Ted Steele and his orchestra. Feature was purely experimental and no payment for time was made.

Sincere Wishes for a Prosperous 1941
FROM THE MAKERS OF
LEHIGH VERTICAL RADIATORS
RADIO DIVISION
LEHIGH STRUCTURAL STEEL CO.
17 BATTERY PLACE, NEW YORK, N. Y.
PLANT AT ALLENTOWN, PA. OFFICES IN PRINCIPAL CITIES

Heatter News Programs Include Three Sponsors

WHEN Zonite Products Corp., New York (Forhan's toothpaste) signed Gabriel Heatter for a Monday evening quarter-hour commentary on a six-station MBS hookup for 52 weeks starting Jan. 6, the commentator was committed to broadcast five nights a week for three sponsors—all handled by Erwin, Wasey & Co., New York.

In addition to the new Monday evening spot on WOR, WGN, WOL, KWK, WHK, WKBW and WREN, Heatter's quarter-hour commentary is sponsored on Wednesdays and Fridays by R. B. Semler Corp., New York (Kreml), on 12 MBS stations, and on Thursday and Saturday evenings by MacFadden Publications, New York (*Liberty* Magazine) on 16 MBS stations. The latter two sponsors recently renewed contracts for another 52 weeks. On Tuesday evenings, Heatter acts as m.c. for *We, the People*, sponsored on CBS by General Foods, New York, for Sanka Coffee through J. Walter Thompson Co., New York.

Mrs. Clara Bixby

MRS. CLARA BIXBY, chief owner of KBIX, Muskogee, Okla., died at her home Dec. 19 after a long illness. Her death followed that of her son Joel by less than a month [BROADCASTING, Dec. 15]. He was the publisher of the *Springfield* (Mo.) *News and Leader & Press*. Another son, Edwin, who had also been an executive of the paper, died less than a year ago.

Mullen Reorganizes Promotion Staff Of NBC Under Direction of Ken Dyke

REORGANIZATION of the NBC promotion department, establishing individual promotion managers for the Red and Blue Networks and for national spot and local sales, with a director of promotion who will supervise and coordinate all promotional activities of the company including those at division offices and M & O stations, was announced Dec. 27 by Frank E. Mullen, NBC vice-president and general manager.

Mr. Dyke

Ken R. Dyke, formerly sales promotion manager, has been appointed director of promotion, in which capacity, according to the official announcement, he will "supervise and coordinate the budgeting, planning and production of all promotional activities of the company . . . and will be responsible for the maintenance of proper policy and advertising standards of all NBC promotional work." He will report to the vice-president and general manager.

Other Changes

Charles Brown, recently brought to New York as manager of station promotion from Hollywood, where he had been promotion manager of NBC's western division [BROADCASTING, Oct. 15], has been appointed Red Network promotion manager by Roy C. Witmer, vice-president in charge of Red Network sales, to whom Mr. Brown will report. E. P. H. James, formerly advertising manager of NBC, becomes Blue Network promotion manager by appointment of Edgar Kobak, vice-president in charge of Blue Network sales, to whom he will report. B. J. Hauser, who has been working on Blue Network promotion, will continue as assistant to Mr. James.

W. C. Roux, who has been handling promotion for WEAF and WJZ, key stations of the Red and Blue networks, respectively, in New York, has been appointed national spot and local sales promotion manager by William S. Hedges, vice-president in charge of relations with stations. In his new capacity Mr. Roux will report to James V. McConnell, manager of national spot and local sales. The promotion managers of the network's concert service and the radio-recording department will continue to be directly responsible to their department heads, but their activities will be coordinated by Mr. Dyke.

Morgan to Head Office

Clayland T. Morgan, previously in charge of institutional promotion, reporting to John F. Royal, vice-president in charge of new activities and developments, has been transferred to the president's office as assistant to the president, where he will "assist the president and the vice-president and general manager in such matters as are assigned to him from time to time." Phil Kerby and William Webb, who previously prepared NBC's institutional promotion under Mr. Morgan's supervision, will continue their activities as before, but are now transferred to the promotion department, reporting to Mr. Dyke.

Also reporting to Mr. Dyke under the new setup are H. M. Beville, manager of the research division; J. M. Greene, manager of the circulation division, and Harold Bisson, in charge of promotion production. "All other promotion activities," the announcement concludes, "including those of the press, television, shortwave departments, program and talent sales, public service and guest tours, will continue under their respective department heads. The director of promotion will handle the work of these activities as are not provided for in the departments and will be responsible for the coordination of all others."

IT MADE no difference to Pep Boys, auto accessory chain, when WIP went 100% BMI Dec. 23. Their all-night *Dawn Patrol* goes on as usual, and has just been renewed for a third year. WOL, Washington, also carries an all-*Dawn Patrol* for Pep Boys. Here Adolph Strauss, Pep Boys executive, signs the 1941 WIP contract for 1,794 hours of sponsored record music. Watching (l to r) are Maj. Edward A. Davies, WIP sales vice-president; Mort Lawrence, announcer of the *Patrol*; Thomas Harkins, president of the Harkins Agency, handling the account.

NAB District Sessions Hear Copyright Methods

NAB DISTRICT meetings held during the last month to acquaint broadcasters with the copyright modus operandi when current ASCAP contracts expire, brought together broadcasters in 24 States, the District of Columbia and Puerto Rico, according to the NAB. NAB President Miller, C. E. Arney Jr., his assistant, and Carl Haverlin, BMI public relations director, addressed practically all of the sessions.

Meetings included District 5 in Orlando, Dec. 10; District 1 in Worcester, Mass., Dec. 12; District 4 in Washington, Dec. 13; District 9 in Chicago, Dec. 18; combined Districts 7 and 8 in Detroit, Dec. 19; District 2 in Syracuse, Dec. 20.

APPROXIMATELY 30,000 musical selections available for broadcasting are listed in NBC's new 929-page catalog compiled under the supervision of Thomas Belviso, in charge of NBC's music. Catalog is now being distributed to NBC stations, advertisers and agencies.

WRNL
ALWAYS RINGS THE
BELL
IN RICHMOND, VIRGINIA
NBC BLUE • 1000 WATTS

(U.P.)
THE MARK
OF ACCURACY, SPEED
AND INDEPENDENCE IN
WORLD WIDE NEWS
COVERAGE
UNITED PRESS

Series Cancelled By Westinghouse

But ASCAP's Tale of Music Troubles Is Found Phoney

THE ACTION of Westinghouse in cancelling its *Musical Americana* series on NBC-Red with the expiration of its present contract on Jan. 16 has been seized by ASCAP spokesmen as the proof of their prophecies during the past few months that the advertisers whose money supports radio would withdraw that support if they were forbidden the use of ASCAP music.

Their case would be more convincing, however, if the agency in charge of the Westinghouse account had not positively denied that the controversy between the broadcasters and ASCAP had any bearing on the cancellation.

The ASCAP version is that Jessica Dragonette, engaged as guest star on the Westinghouse program of Dec. 26, wanted to sing "Siboney", but that the agency insisted that she do "Practice Makes Perfect". Her refusal, the story goes, stirred up such a row that A. W. Robertson, chairman of the board of the electrical company, decided that a series of such occurences would be more trouble than the program was worth and ordered the cancellation forthwith. The payoff to this story is that if NBC had not moved up its deadline from Dec. 31 to Dec. 23, the row would have been averted and the program renewed.

What Really Happened

The explanation of Fuller & Smith & Ross, Westinghouse agency, is much more prosaic, being simply that the distribution committee of the sponsor, including representatives of its various manufacturing divisions which are each taxed a pro-rata share of the program's cost from their advertising budgets, decided that they would rather spend their money for direct sales advertising in 1941 than continue the institutional program. This decision, the agency states, was made long before the purported rumpus is alleged to have occurred.

Categorically denying the ASCAP story, W. A. Wright, vice-president of the agency, who personally handled the engagement of Miss Dragonette for the program, told BROADCASTING that at the beginning of their conversations he had told her she could not sing "Siboney" on the broadcast because it already included "The Peanut Vendor" and the two numbers were too much alike. He had intended, he said, to ask her to do "Alice Blue Gown", but when she said she had sung "Home, Sweet Home" at a concert recently and received an ovation for it, that number was chosen and was done on the broadcast. The whole matter was settled in a single phone conversation, he said, and there was no argument at all.

BMI writers entertained the Radio Executives Club of New York at its final 1940 luncheon session on Dec. 18, performing some of their own compositions which have already achieved popularity and previewing several new numbers. M. E. Tompkins, BMI's vice-president and general manager, introduced the performers.

Mediation Denied

(Continued from page 18)

ASCAP, had been made generally available.

"ASCAP continues its frantic attempts to stampede the public into believing that there will be a dearth of familiar music on the air after Jan. 1 unless radio stations hurriedly sign a contract with ASCAP.

"This is a myth.

"It is hoped that sometime after the turn of the year when the situation returns to emotional normality, we can consider again some arrangement, equitable to all parties, for the use of music by ASCAP composers. For broadcasting wants to use ASCAP music and to pay for it when it is used. Broadcasting also wants to pay others for music when their music is used. But the hundreds of radio stations over the country—large and small—stand firm in their determination to refuse to pay ASCAP for music when no music is used—as ASCAP would now have us do."

The ASCAP Divvy

The statement goes on to analyze the make-up of ASCAP, with its self-perpetuating board and its methods of distributing its income so that about half of the net, after expenses and operating costs are deducted, goes to its publisher members, with the remainder going to the writers for whose "protection" ASCAP claims to function. Citing the sworn testimony of ASCAP's president, Mr. Miller states that in 1938: "97% of the creative artists' share went to about 280 members (selected by the self-perpetuating board of directors) and 3% went to about 825 members. Briefly, then, 137 publishers got 33 cents out of every dollar and 825 creative artists got one cent. That is what ASCAP calls 'protection'."

Another fruitless attempt to mediate the controversy was made by the National Music Council, whose membership includes both the NAB and ASCAP, as well as individual broadcasting companies, associations of composers, publishers, music teachers, musical instrument manufacturers, etc. A meeting of the Council's executive committee was held Dec. 26, but no statement was forthcoming regarding the situation.

PROCTER & GAMBLE, Cincinnati (American Family soap) on Dec. 30 renewed for 52 weeks five-weekly *Gospel Singer* and *Painted Dreams* on WGN, Chicago.

WCBM

BALTIMORE, MARYLAND

Affiliated With The

MUTUAL

Broadcasting System

JOHN ELMER, *President*
GEO. H. ROEDER, *Gen. Mgr.*

National Representatives

THE FOREMAN COMPANY

247 Park Ave., New York
Wrigley Building, Chicago

NO SUN—NO PAY

WSTP Spots Are Free When Old Sol Is Hidden

WTSP, St. Petersburg, which claims it "Covers Tampa Bay Like the Sunshine", has made a standing provision in its national rate card that it will not charge for national spots on days when the sun fails to shine in its territory.

The *Evening Independent*, also located at St. Petersburg, has had a standing offer with its readers for more than 20 years that it will make no circulation charge on days when the sun fails to shine by press time.

WTSP will use the *Independent's* payoff as its criterion. If the sun comes out after their press time, spot announcements scheduled for that day will be free. The offer will also stand even though the sun fails to shine in St. Petersburg but does shine in Tampa, Sarasota or other parts of WTSP territory.

NBC Cufflinks

TAKING a leaf from the "cufflink club" formed by President Roosevelt among former associates at the Navy Department when he was Assistant Secretary, the NBC station relations staff sent to the trade sterling cufflinks. The links simulate velocity microphones with the NBC letters on each side.

New Morgantown Local, WAJR, Is Dedicated

MORE than 1,000 persons inspected the new WAJR studios when they were formally dedicated Dec. 15, according to C. H. Murphey Jr., general manager. The new Morgantown, W. Va. local was formally dedicated by local and State dignitaries, including U. S. Senator M. M. Neely, who is Governor-elect of West Virginia. Also present were officials of the new Du Pont plant being erected in Morgantown.

John Goerss, program director, arranged an opening day schedule featuring local talent exclusively, with the single exception of a transcribed salute by the Five Keys from WHIS, Bluefield, W. Va., where Murphey was formerly general manager. Operations began Dec. 8 with eight hours of commercial programs the first week.

Craig Stewart, veteran New York radio actor, is the latest addition to the staff. The complete station personnel includes: C. H. Murphey Jr., general manager, formerly with WJLS, Beckley, W. Va.; Jon Goerss, from WSLB, Ogdensburg, N. Y., program director; Ray Spence, from WJLS, Beckley, chief engineer; Ken Wilson, from WSLB, Frank Shaffer, from WCMI, Ashland, Ky., and Craig Stewart, announcers; Horace Atwood and Tom Moore, from WPAR, Parkersburg, W. Va., and Olan Christopher, engineers; James Pryor, from WHIS, Bluefield, and James Flennekin, sales; Charles Stewart, from WHIS, Bluefield, continuity; Miss Clara Mutter, Bluefield, bookkeeper; Miss Elsie Thomas, receptionist.

KMA *The Paul Bunyan of the Farm Belt*

MAIL! MAIL! MAIL!

During the past year, over ***half a million letters*** were picked up by this giant, friendly personality throughout Iowa, Nebraska, Kansas and Missouri.

Paul's 500,000 letters—practically one from every home he visits — contained over $79,000 cash — more than 400,000 proofs of purchase.

No wonder so many advertisers ask him to tell his friends in these homes about their products. No wonder their sales shoot upwards. These 644,000 buying homes have confidence in—and act on—the recommendations of KMA—The Paul Bunyan of the Farm Belt. Investigate this huge, unexploited market where you are assured a known listening audience. Remember that

LETTERS MEAN LISTENERS

KMA *"The Number One Farm Station In the Number One Farm Market" Representative: Free & Peters* **Shenandoah, Iowa**

WCAM Hearing

AN INQUIRY into the operation of WCAM, Camden, N. J., municipally-owned station which leases all of its commercially available time to the Mack Radio Sales Co., of Camden, will be made by the FCC at a hearing in Washington, scheduled for Jan. 29. Both WCAP, Asbury Park, N. J., and WTNJ, Trenton, N. J., will participate since they share time with the Camden station on 1280 kc.

One reason for the hearing is purported failure of the stations to reach a mutually satisfactory time-sharing agreement. The FCC will inquire into questions of whether any of the stations have directly or indirectly transferred or disposed of any of their licenses without authority.

WKZO
KALAMAZOO
GRAND RAPIDS
BATTLE CREEK
590 On the dial
1000 Watts
COLUMBIA'S EXCLUSIVE FULL TIME OUTLET FOR WESTERN MICHIGAN
Representative: HOWARD H. WILSON CO.

CBS Plans Latin Hookup

(*Continued from page 18*)

on the amount of retransmission of programs from without the country was lifted so that Chilean stations could become CBS affiliates.

Indication of the attitude of South American governments toward the project, Mr. Paley averred, may be found in the fact that the affiliates in Lima, Peru; La Paz, Bolivia, and Rio de Janeiro, Brazil, are government-owned stations. Asked why these were chosen in lieu of privately operated stations, he said that they were all commercial stations in our sense of the word and that each was the most popular station in its community.

Asked if he thought the competitive network system of the United States should be extended into Latin America as is, or if there should be some form of coordination, possibly under the guidance of the State Department or the Rockefeller commission, among all United States shortwave broadcasters, Mr. Paley stated a definite belief that the freely competitive system would in the long run provide a better service for Latin America, just as this system has given the American public the best program service in the world. There might be some loose form of coordination or cooperation among international broadcast stations, adjusting schedules so that there may be no long dead periods when no one is serving the Latin American public, he said, but beyond that there should be open competition for listeners.

Concerning the shortwave operations of European nations, he stated:

European Activities

"Other countries have been very active in shortwave broadcasting aimed at Latin America. Much of their output is straight propaganda selling the ideologies of certain countries and seeking to discredit the way of life of other nations. The air waves from Europe are full of conflicting news reports as each country broadcasts its own official version of events. This condition has brought a new respect in Latin America for news emanating from the United States.

"Impartial and honest reporting has won the fight with propaganda and the people of Latin America now realize that they must turn to the United States to get honest and impartial news. The American press associaions serving a majority of important papers down there and the news broadcasts going to those nations are now generally considered the most reliable sources of information.

"Unfortunately only a minority of radio listeners throughout Latin America hear shortwave programs. The propaganda ministries of foreign countries recognized this long ago and from time to time have bought time on the local long-wave stations where the big listening audiences are. It is this type of operation that has been most effective for them. The re-transmission of CBS programs will be a regular, not a spasmodic arrangement. All stations that have affiliated with the Latin American network of CBS will have available to them for re-transmission any of the programs broadcast by CBS to Latin America, and they have agreed to carry our programs at least one hour every single day."

Mr. Paley reiterated that the network would not be used for political propaganda of the type that is being disseminated from numerous European transmitters. "We were generally told," he said, "that such propaganda as some European stations send in a steady stream toward South America is defeating its own ends by its very vehemence.

Stations on Network

"What we have in mind is to furnish facilities whereby Latin Americans may learn more about us, our amusements, our educational standards, our way of life and, in turn, convey to our audiences in North America the best that Latin America has to offer. The peoples of the two continents should know each other better and whatever part radio can play in bringing this about should prove of immense value in relationships between the Americas.'

Following are the Latin American stations signing CBS contracts:

Argentina—LR3, Radio Belgrano, Buenos Aires, 50,000 watts on 950 kc. Also shortwave stations CXA14 and CKA8 with 7,500 and 5,000 watts power. Also, in Argentina, Radio Belgrano is arranging CBS transmissions over these members of the Primera Cadena: LT1, Radio del Litoral, Rosario, 20,000 watts on 780 kc.; LV3, Radio Cordoba, Cordoba, 25,000 watts on 620 kc.; LV10, Radio Cuyo, Mendeza, 5,000 watts on 1210 kc.; LU7, Radio Goberal San Martin, Bahia Blanca, 2,500 watts on 1240 kc.; LV1, Radio Graffigna, San Juan, 1,000 watts on 730 kc.; LV12, Radio Aconquija, Tucuman, 5,000 watts on 580 kc.; LV11, Radio del Norte, Santiago del Estero, 1,500 watts on 1170 kc.; LT7, Radio Provincia, Corrientes, 500 watts on 1340 kc.; LV4, Radio San Rafael, San Rafael, 500 watts on 690 kc.

Bolivia—CP5, Radio Illimani, La Paz, 10,000 watts on 1040 kc. Also shortwave station CP4, La Paz, 1,000 watts.

Brazil—PRE8, Radio Nacional, Rio de Janeiro, 22,000 watts on 980 kc.; B9, Radio Record, Sao Paulo, 20,000 watts on 1000 kc.

Chile—CB57, Radio Sociedad Nacional de Agricultura, Santiago, 10,000 watts on 570 kc.; also short wave station CB1180, 1,000 watts; CB90, Radio Sociedad Nacional de Agricultura, Valparaiso, 1,250 watts on 900 kc.

Colombia—HJCS, Radio Continental, Bogota, 50,000 watts on 920 kc.; HJ5EAB La Vos del Valle, Cali, 300 watts on 1150 kc.; HJ4DAK, La Voz de Antiquia, Medellin, 750 watts on 1250 kc.; also shortwave station HJDE, 1,000 watts; HJ6FAD, Radio Manizales, Manizales, 480 watts on 1380 kc.; HJ1ABH, Emisora Atlantico, Barranquilla, 500 watts on 1080 kc.; also shortwave station HJAG, 1,000 watts.

Costa Rica—TIPG, Costa Rica Radio & Broadcasting Co., San Jose, 4,000 watts on 625 kc.; also short wave station TIGA, 2,000 watts.

Cuban Network Linked

Cuba—CMCY, Radio Habana, Havana, 20,000 watts on 590 kc.; also shortwave station COCI, 1,000 watts; also these affiliates of the Cadena Azul—ilue Network—the only Cuban network connected by high grade telephone wires, as in the United States: CMHI, Radio Habana, Santa Clara, 10,000 watts on 830 kc.; also shortwave station WOHI, 5,000 watts; CMJN, Radio Habana, Camaguey, 1,000 watts on 610 kc.; CMKV, Radio Habana, Holguin, 1,000 watts on 570 kc.; CMKH, Radio Habana, Santiago, 1,000 watts on 640 kc.

Dominican Republic—HIZ, Ciudad Trujillo, 250 watts on 1350 kc.; also shortwave station HIZ, 500 watts.

Ecuador—HC2AJ, Radiodifusora del Ecuador, Guayaquil, 2,500 watts on 1050 kc.; also shortwave station HC2AK, 1,000 watts; HCQR, Radio Quito, 250 watts on 1330 kc.; also shortwave station HCQRX, 250 watts.

El Salvador—YSP, The Voice of Cuscutlam, San Salvador, 300 watts on 780 kc.; also shortwave stations YSP-B and YSP-A operating with 300 watts power each.

Guatemala—TGW, La Radiodifusora de Guatemala, Guatemala City, 5,000 watts on 1520 kc.; also shortwave stations TGWA, with 10,000 watts; TGWB, with 1,000 watts; TGWC, with 1,000 watts.

Mexico — XEQ, Radio Pan Americana S. A., Mexico City, 50,000 watts on 730 kc.; also shortwave station XEQQ, 10,000 watts.

Nicaragua — YNOW, Voice of Central America, Managua, 750 watts.

Panama—DOC, Radio Star and Herald, Panama City, 500 watts on 1400 kc.; also shortwave station HP5A, 2,000 watts.

Paraguay—ZP5, Radio Paraguay, Asuncion, 100 watts on 1385 kc.

Peru—OAX4A, Radio Nacional, Lima, 12,000 watts on 854 kc.; also shortwave stations OAX4Z, 15,000 watts, OAX4T, 15,000 watts; OAX6C, Radio Continental, Arequipa, 350 watts on 1370 kc.; also shortwave stations OAX6D, 350 watts; OAX6E, 1,000 watts.

Uruguay—CX16, Radio Carve, Montevideo, 10,000 watts on 850 kc.; CX24, Radio La Voz del Aire, Montevideo, 5,000 watts on 1010 kc.

Venezuela—YV5RG, Emisoras Unidas, Caracas, 1,000 watts on 1010 kc.; also shortwave station YV5RU, 5,000 watts.

THREE WEDDINGS in a single week is high score at WMAZ, Macon, Ga. The station's trio of benedicts, who advanced to the altar on successive days recently, include (l to r) Arthur Little, WMAZ's *Hollywood Reporter*, who grew the full beard for a part in a Little Theatre production; Announcer John Hogan, who came to WMAZ from Portland, Me.; Engineer Charles Rayburn, recently of Kansas City.

5000 WATTS
in
BOSTON
WMEX
70 BROOKLINE AVE., BOSTON, MASS.

Studio Notes

EMPLOYES OF WOR, Newark, subject to draft or those who enlist in the armed forces will receive a financial differentiation between their civil and military salary depending on their length of service with the station. Those who have been with the station a year or longer will get the difference between their salaries at the time of leaving and the pay they will receive for military service for a period of three months. Those who have been with the station less than a year will get the difference between their military pay and their civilian pay check for one month.

WLB, Minneapolis, operated by the U of Minnesota, has published a bulletin on its *Minnesota School of the Air*, covering the first 1940-41 semester. The *School of the Air* series includes 10 separate program groups. Organized in September, 1938, and with about 50,000 classroom listeners weekly last year, the program has been enlarged and expanded through cooperation with the North Central Broadcasting System. Under the new setup, the WLB programs will be carried also on 10 other stations—KWNO, Winona; KATE, Albert Lea; KGDE, Fergus Falls; KVOX, Moorhead; KRMC, Jamestown; KDLR, Devils Lake; KGCU, Mandan; KLPM, Minot; KABR, Aberdeen; WDSM, Superior.

WCAU, Philadelphia, on Dec. 21 started an educational series on advertising fundamentals and vocational possibilities for women in the advertising field, produced under auspices of the Philadelphia Club of Advertising Women. Programs are supervised by Ruth E. Clair, radio director of the club, and Harry Marble, WCAU assistant program director.

WJAS, Pittsburgh, on Dec. 15 carried its regular full-hour broadcast of the fifth annual All-Twin Amateur Party, sponsored by the local Wilkens jewelry stores. The special program, annual highlight of the weekly *Wilkens Amateur Hour* on the station, drew an audience of 325 pairs of twins and nine sets of triplets. Brian MacDonald, m.c. of the Sunday series, presented 14 sets of twins as performers on the program.

GENERAL MANAGER Franklin M. Doolittle of WDRC, Hartford, has announced that all regular employes of the station who have been employed more than a year received a Christmas bonus of two weeks' pay.

WWL, New Orleans, presented its 50 employes a week's pay as a Christmas bonus. All employes on the payroll, regardless of length of service, received a bonus.

Duke at Miami

WIOD, Miami, presented the Duke of Windsor for the first time on an American station. Noah Tyler, WIOD announcer, had been describing events just before the *Southern Cross* sailed for the return trip to Nassau, when the Duke walked up to the microphone. He was accompanied by Frank Malone, assistant managing editor of the *Miami Daily News*, who introduced the royal speaker.

WCOA, Pensacola, Fla., more than doubled its national spot business in 1940 over 1939, according to Irving Welch, WCOA manager. By the end of December, according to Manager Welch, the total national spot and local business increased 64.6% during 1940, national spot jumping 106% over 1939 and local business rising 59.4%. The increase is attributed to the business growth in Pensacola resulting from expansion of the U. S. Naval Air Training Station and affiliation with NBC during the year.

RUTH WELCH, who formerly wrote "The Woman Who Sees" column for the *New York Sun*, is now writing continuity and assisting in the production of the *Friendship Bridge* programs in addition to her duties as WNYC's feminine "Around New York" reporter. *Friendship Bridge* programs are short-waved to England by WRUL, Boston, through WMCA and are designed to strengthen British morale through contact with parents whose children are in the U. S. for the duration of the war.

WBTM, Danville, Va., at a Christmas banquet for staff members and their families distributed to all employes small globe banks containing the annual cash bonus.

EMPLOYES of WGAR, Cleveland, received a 15% bonus at the station's annual Christmas party Dec. 22. Manager John Patt said the larger bonus had been voted by the board of directors because of the improved business conditions during 1940. WGAR employes received a five percent bonus in July making a total of 20% for the year.

KGVO, Missoula, Mont., has completed plans with the editorial staff of *The Konah*, prize-winning publication of Missoula County High School, for a weekly radio edition of the school paper. The paper's editor-in-chief will act as m.c. of the program, with students handling their various columns on each broadcast.

WSYR, Syracuse, N. Y., on Dec. 6 observed the third anniversary of its *Juvenile Newspaper of the Air* with a special broadcast. The program featured appearances by civic and club leaders who cooperate in scheduling the young radio editors and reporters handling the program content, along with Harrison Danford, president of the sponsoring Best Ice Cream Co. The feature is supervised by Ray Servatius. WSYR continuity chief, who also operates a radio news editing school for the kids.

WING, Dayton, O., during the Christmas holidays presented its employes with bonuses running up to 7½% of salary, based on length of service.

KFRO, Longview, Tex., distributed a cash Christmas bonus to its staff. The bonus is set on a base of one year's service with the station, with an additional 1% per year for all employes who have been with the station more than a year.

KFI-KECA, Los Angeles, and Musicians Mutual Protective Assn., Local 47, AFM, that city, in December negotiated a new 50-week contract for staff orchestra members. Under the agreement, salary is increased by $7.50 per week for each man. KFI-KECA employs a staff orchestra of 14, including Claude Sweeten, musical director. At request of staff members, the new pact was cut down from 52 weeks, so as to allow each man a two-week vacation. Prior to signing the agreement, the orchestra was employed on a nine-months basis only.

WLWO, Crosley international shortwave outlet in Cincinnati, on Dec. 30 broadcast New Year's greetings of Toledo industries and the Chamber of Commerce from the annual Salesmen's Dinner, sponsored each year by the Toledo Chamber of Commerce. Leaders of Toledo industry broadcast good wishes to sales representatives all over the world. During the broadcast the greetings were acknowledged by cablegrams from salesmen in various parts of the world. WLW, Cincinnati, also carried 15 minutes of the banquet.

KDKA, Pittsburgh, on Dec. 19 installed microphones at the East Pittsburgh plant of Westinghouse E. & M. Co. and carried a description of national defense manufacturing in the midst of whirring wheels, hammers and lathes. With microphones in the factory aisles, KDKA interviewed plant officials and workmen, who described various national defense manufactures.

KMOX, St. Louis, observed its 15th anniversary Christmas Eve with special broadcast ceremonies. The station, CBS affiliate in St. Louis, went on the air for the first time Christmas Eve, 1925. The KMOX call letters were contributed thus to Harry LaMertha, radio editor of the *St. Louis Globe-Democrat*, according to General Manager Merle S. Jones: K, denoting a station West of the Mississippi; MO, abbreviation for Missouri; X, for Christmas.

WHBF, Rock Island, Ill, gave a Christmas bonus of a week's salary to all employes who had been with the station over a year and a half week's pay to those who joined the staff during 1940.

KRKD, Los Angeles, for the fourth consecutive year, dispensed with all commercial programs and spot announcements on Dec. 25 to broadcast a day-long show of recorded Christmas music from 6 a.m. until leaving the air at 8 p.m.

TALENT of WOWO, Fort Wayne, is being used by the International Harvester Co. for its road shows this winter. Featured are Bob Shreve, The Blackhawk Valley Boys, and Helen and Jeane, the Harmonettes.

STAFF members of WHBL, Sheboygan, Wis., and its affiliated *Sheboygan Press*, have presented Charles E. Broughton, president and editor of the station and newspaper, with an oil painting of himself done from photographs and personal observations. Presentation was made at a banquet in his honor.

THE premiere performance of a new patriotic composition, "Wake Up America," written by George Rogers and Kenny Knott of the WLW-WSAI music department, featured the annual Christmas party of the Cincinnati Ad Club at the Hotel Gibson, Dec. 18. WLW-WSAI furnished entertainment.

FOR THE THIRD consecutive year, WCBS, Springfield, Ill., has been given exclusive rights to broadcast the concerts of the Springfield civic orchestra. Larry Kramp, staff announcer and continuity writer, has been assigned to the program.

CKLW, Windsor, Ont., gave a Christmas party to its staff of 50 employes Dec. 23 at the Lakewood Golf and Country Club, Windsor.

WHEN Washington's newest station, WINX, went on the air in December, WJSV, local CBS station, extended a greeting. WJSV engineers made a recording of the new station's opening program which was played back over the CBS station along with a musical salute to WINX. The transcription was presented to Reggie Martin, general manager of WINX.

THIRTY employes of KARK, Little Rock, received New Year bonuses amounting to 10% of one year's salary, all employes getting the same scale regardless of length of employment.

WMAQ, Chicago, in its series of three all-night broadcasts for the *Chicago Daily News* Neediest Family Fund collected $3,870.64. In the three years since WMAQ radio parties have been held in behalf of this cause a total of $13,144.70 has been contributed by listeners.

KTSA, San Antonio, Tex., during the staff's annual Christmas party presented employes with bonuses equivalent to two weeks' salary.

SAMUEL R. ROSENBAUM, president of WFIL, Philadelphia, on Dec. 21 presented $20 Christmas checks to all permanent station employes. At the staff party in the studios, General Manager Roger W. Clipp received a desk set and clock from station employes.

WJBK, Detroit, distributed $3,000 in Christmas bonuses to its 62 employes, with payments based on length of employment.

EFFECTIVE Dec. 21, WOR began closing its offices on Saturday mornings, abandoning its former practice of keeping a skeleton office staff on Saturday mornings.

JOEL STOVALL, musical arranger of KMOX, St. Louis, is the author of a song, "Two-Fingered Fantasy", which is to be published soon by Broadcast Music Inc.

Akron's only NBC Outlet

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BASIC

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1000 WATTS DAY & NIGHT

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EDNEY RIDGE DIRECTOR

WBIG

GREENSBORO, N.C.

GEO. P. HOLLINGBERY CO., NAT. REP.

Serutan Will Add

SERUTAN Co., Jersey City, is planning to add stations after the first of the year to the *Victor Lindlahr* program, a half-hour transcribed personality program. Program, which will be handled and produced by Ruthrauff & Ryan, New York, will continue to advertise Serutan health food and *Journal of Living*, popularizing nutritional facts as they relate to the health of the nation and national defense. All of Serutan Co. radio, with the exception of the Victor Lindlahr program, is being handled by Raymond Spector & Co., New York. The company is retaining its news and locality personality programs on 20 stations, and expects to add 10 more after the first of the year, through Raymond Spector & Co.

For Sale (Continued)

R.C.A. Beat Frequency Oscillator—type TMV-52-E. A bargain. Box 121, BROADCASTING.

A Nearly New Modern 250 Watt Station—having 211 million dollar retail sales area. Box 113, BROADCASTING.

For Sale—296 foot narrow base self-supporting galvanized Blaw-Knox towers with insulators. WAPO Broadcasting Service, Chattanooga, Tennessee.

Composite 250 W Transmitter, 150 Blaw-Knox type tower, modulation monitor, frequency monitor & deviation meter. WTSP, St. Petersburg, Florida.

MBS Program Managers Meet

PROGRAM managers of key MBS stations will meet at the Ambassador Hotel New York, Jan. 7-8, for a discussion of program plans and policies for the coming year.

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CLASSIFIED *Advertisements*

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close 10th and 25th of month preceding issues.

Help Wanted

Trans-Radio Press Operator—state qualification. Address Box 119, BROADCASTING.

Experienced Transradio Press Operator—with radiotelephone first class license. Box 116, BROADCASTING.

Combination Engineer - Announcer — give age, qualifications, references and salary expected. Box 127, BROADCASTING.

Announcers, Writers, Salesmen, Operators, Directors—investigate our national placement service. Central Registry, Orpheum Bldg., Wichita, Kansas.

Experienced Salesman—for local sales. Five thousand watt CBS affiliate. Population thirty thousand. Give references and complete details. Box 126, BROADCASTING.

Announcer—who can write copy to work in midwest CBS 1000 watt station. Only applicants who can furnish audition records will be considered. Box 112, BROADCASTING.

Experienced Announcer—for a 5000 watt, soon to be a chain outlet station. Give full particulars of experience and references in first letter. Address Box 118, BROADCASTING.

Experienced Announcer-Continuity Writer—must be able to take complete charge of Continuity Department. Give age, qualifications, references and salary expected. Box 125, BROADCASTING.

Program Director-Announcer—five thousand watt CBS affiliate. Give age, qualifications, references and salary expected. Box 124, BROADCASTING.

Salesmen—a real opportunity for a producer. An independent station in a midwest city of over a million population. Give complete facts concerning yourself in answering. Box 114, BROADCASTING.

Program Director—for well established Regional station in fine southern city. Desire man with ideas, experience and above all character and executive ability in handling men and department. Box 110, BROADCASTING.

Register With Recognized Employment Bureau—we need salesmen, transradio press operators, combination announcer-operators, others except talent. National Radio Employment Bureau, Box 864, Denver, Colorado.

Salesman—capable handling all types accounts. Opportunity right man. State qualifications, experience, starting salary required. KTRI, Sioux City, Iowa.

Salesman—to work on Account Executive Plan. Salary and commissions. Program, continuity, and announcing experience essential. Kansas City's favorite local station. Give complete details in writing. KCKN, Kansas City, Kansas.

Announcer-Copy Writer—experienced. Write airmail in detail stating all positions held, dates, stations, duties performed, salary in each position, references. Enclose photo. Advise when available. Express voice transcription showing various capabilities. KLO, Ogden, Utah.

Aggressive, Experienced Sales Manager—to assume full charge of sales, promotion and merchandising of 5 KW Western network affiliate. Must be stable with excellent personal and business producing record, good salesman personally and able direct other salesmen. Write airmail detailed information all past positions, dates, earnings, references, when available. Enclose picture. Box 131, BROADCASTING.

Situations Wanted

Operator—3 years both control and transmitter experience. Now employed at 5 kw midwest station. References and photo on request. Box 130, BROADCASTING.

Situations Wanted (Continued)

Announcer—sports and special events. Expert play by play all sports. Give ... experience. Box 128, BROADCASTING.

Control Room-Transmitter Engineer—... sires change. Now employed. $30 ... Box 111, BROADCASTING.

Station Manager or Commercial Manager—thoroughly familiar with all phases ... successful station operation. Business ... getter. Best references. Box 122, BROADCASTING.

Veteran Continuity - Announcer — desires progressive market affiliation, east ... far west preferred. Experienced in news, sports-special events. Box 120, BROADCASTING.

Announcer-Writer, Contact-Man and Executive—excellent, dignified voice. ... edit and act one-man daily comic. ... for transcription; reasonable salary; ... lege educated. Box 129, BROADCASTING.

Former Network Script Writer-Production Man—present head of continuity in prominent station, desires change. Forceful copy, original ideas. Newspaper background. Married. Desire permanent connection with progressive station or agency. Box 123, BROADCASTING.

Production - Programming — young. ... years with big midwest metropolitan agency as assistant radio director. ... sonally handled large volume of ... type program. Thoroughly experienced. Seek connections with station or ... director smaller sized agency. Reasonable salary. Excellent references. Box ... BROADCASTING.

OPERATOR-ANNOUNCERS AVAILABLE—experienced graduates in Broadcasting, Television, Frequency Modulation, ... Commercial Stations now available. ... to work anywhere. Have successful ... in leading stations in all sections ... country. List furnished upon request. Contact Graduate Relations Dept., National Schools, 4000 South Figueroa, ... Angeles, California.

PUBLIC RELATIONS EXECUTIVE—... neer in radio industry, promotion ... exploitation. *internationally;* originate many leading radio events and merchandising programs; former city, state, ... eral official; propaganda director, U.S. ... in several foreign countries; direct ... national political, industrial, and ... nomic campaigns. Thoroughly conversant with what Main Street wants to know. Ideas for constructive, dignified advancement of projects, causes, institutions, personalities. Familiar with all branches of broadcasting. Available immediately for responsibile post requiring creative capacity, preferably on permanent basis wherein knowledge of public and ... of *arousing action* desirable and necessary. Eric Palmer, Suite 605, 250 ... Avenue, New York City.

WANTED—greater opportunity. This ... made one new station pay profits from the first week, now freelancing in ... of 15,000. Successful time salesman, writes entertaining scripts; creates, ... duces and emcees programs; has created and sold many profitable "group-sponsored" programs; can handle local talent, training and booking units for publicity and profit. Experienced advertising ... publicity man. Enthusiastic worker, ... ture in judgment, young in spirit. ... handle practically any radio job except engineering, music, sports. Wants greater opportunity to make money for employer and self. Married. Reasonable salary wtih bonus or commission preferred. Write Box 115, BROADCASTING.

For Sale

Auxiliary Transmitter—250 W. ... transmitter with RCA type OA-1-A ... lator unit. Perfect condition. Price ... quick sale $400. WDAS, Philadelphia.

LATE *Personal* NOTES

JOHN BATES, former free lance producer and commercial program director of WOR, Newark, has joined the staff of Ruthrauff & Ryan, New York, where he will handle the Noxzema *Quiz of Two Cities*, currently broadcast on ten stations. WBEN-WHEC, in the Buffalo-Rochester market, and WGAR-WJR in the Cleveland-Detroit area will be added on Jan. 5, making a total of 14 stations carrying the programs.

NEAL WEED, Chicago manager of Weed & Co., national representative firm, underwent an appendectomy on Dec. 21. He will return to his desk early in January.

CEDRIC FOSTER, manager of WTHT, Hartford, an ex-newspaperman, on Dec. 30 became a regular 2:15 p.m. news commentator on MBS, five days weekly.

HOLLIS S. BAIRD, for six years chief engineer of World Wide Broadcasting Corp., Boston, operating international shortwave stations WRUL and WRUW, on Dec. 15 joined General Television Corp., Boston, as vice-president in charge of engineering. The company operates television station W1XG, which has operated an experimental visual broadcast schedule since May, with a 10-hour weekly schedule at present.

F. WILLARD BUTLER, in charge of NBC local sales traffic department has been appointed salesman in the spot and local sales department. On Christmas Day, Mr. Butler and Dorothy Michel, secretary to B. F. McClancy, manager of the traffic department, announced their engagement.

FREDERICK ARKUS, formerly in charge of Masterworks promotion at the Columbia Recording Corp., Bridgeport, has resigned to become New York editor of *Click* Magazine.

JACK THOMPSON, formerly with Edward Petry & Co., New York, and United Airlines, has joined the staff of McCann-Erickson, New York, as assistant to Robert Tannehill, time buyer.

WILLIAM SHIRER, CBS Berlin correspondent, returned to New York Dec. 23 on the *S.S. Excambion*.

ARRY BROWN and John Hilligus, engineers of WSB, Atlanta, are fathers of baby girls born during the holiday season.

NILA MACK, director of children's broadcasts for CBS, was severely burned Dec. 23 when Christmas package wrappings she had thrown into an open fire in her apartment flared out and her dress caught fire. She is recuperating at the Medical Arts Hospital in New York and is expected back at CBS in the near future.

SIDNEY ASP, formerly with George Bijur, Inc., New York, and Ruthrauff & Ryan, New York, has been appointed production manager of the sales promotion department of Columbia Recording Corp., Bridgeport, Conn.

GEORGE R. DUNHAM Jr., formerly sales promotion manager of WEEI, Boston, has been appointed director of sales promotion for CBS owned and operated stations, succeeding Jerry Sill who has been transferred to the network's station relations department to act as promotion counsellor for the CBS affiliates [BROADCASTING, Dec. 15]. Harlow George, of the WEEI production department, has been transferred to the general service division of the station, and Ruth Pevear has been added to the staff to fill the vacancy. Arthur Robinson has been shifted from general service to the library staff.

WILLIAM R. P. NEEL, night manager of NBC's New York press department, has been appointed manager of the network's press staff in Washington, succeeding Phebe Gale, who has resigned following her marriage to Frank Russell, NBC vice-president in Washington. William C. Norris, formerly trade news editor, replaces Neel on the night shift. Charles Pekor, in charge of publicity on commercial programs, will temporarily take over trade news as well, pending a new appointment to this post.

JOEL M. NICHOLS Jr., formerly vice-president and director of the Federal Adv. Agency, New York, has resigned to join the new Eastern Office of Hixson-O'Donnell. Nichols will handle the Sinclair and Richfield oil accounts for the agency.

JEANNIE CAMPBELL, in charge of copyrights for MBS, collapsed at her desk Dec. 27 and is in Boulevard Hospital for a throat operation. Doctors blamed the collapse on overwork which was an outgrowth of the BMI-ASCAP situation. Dr. Jacob Coppersmith, head of the WOR music library, has taken over her duties.

ROBERT M. SCHOOLE on Jan. 1 resigned as sales manager of WQXR, New York. He did not announce plans. His duties have been absorbed by Hugh K. Boice, sales vice-president.

HERBERT ERVIN and Robert Booth, engineers of WLW-WSAI, Cincinnati, both members of the Naval Reserve, have been called to active service. Jay Fix, WSAI announcer, also is scheduled for induction Jan. 20 under selective service for military training.

S. F. WOODELL, advertising manager of the Packard Motor Export Corp. for the last 10 years, joins the sales staff of NBC International Division Jan. 15.

JOSEPH F. SPALDING on Jan. 2 joins the New York office of Free & Peters Inc., national station representatives, leaving the post of Eastern manager of *Holland's* Magazine and *Farm & Ranch*, with which he has been associated for 16 years.

JACK M. CAHILL, formerly captain of the WBBM-CBS, Chicago, page boy staff, on Dec. 27 was named assistant to Phil Bowman, production supervisor of the Chicago outlet. Cahill's successor to the page staff will be named early in January.

HAL TATE, one-time Chicago representative of BROADCASTING and now central editor of *Boxoffice* Magazine, on Dec. 27 married Nikki Kaye, of Baltimore, formerly associated with WBAL, that city, and more recently with a Baltimore advertising agency.

W. J. McEDWARDS, member of the NBC sales department, Chicago, is the father of a girl born Dec. 25.

IRENE KUHN, foreign correspondent and author, has joined NBC's press division in New York to handle special assignments.

ROSTER SURVEYS

By a roster survey of your city we can show you exact standing of each competing station and every program broadcast during one week.

THE HOOPER HOLMES BUREAU, INC.

Radio's Mayor

NEW mayor of Olympia, Wash., just elected, is Truman Trullinger, vice-president of KGY, the city's Don Lee-MBS outlet. He won the election over the incumbent, David Gammell. Control of KGY recently was purchased by Tom Olsen, manager, from the Louis Wasner interests.

Harrington a V-P

THOMAS HARRINGTON, director of radio for Young & Rubicam, New York, will become a vice-president of the agency, effective Jan. 1, as announced by Raymond Rubicam, chairman. At the same time the following executives become stockholders of the company: Bryan Houston, vice-president and contact supervisor; John Van Horson, manager, merchandising department; T. S. Reppelier, copy supervisor; Thomas Harrington, director of radio; Thomas Lewis, manager, radio department; Hubbell Robinson, supervisor of radio talent; Joseph Moran, supervisor, radio commercials.

Mr. Harrington

Harvey Succeeds Bohn

JOHN HARVEY, for the last two years on the sales staff of KMOX, St. Louis, has been named CBS Radio Sales representative in St. Louis, replacing the late John W. Bohn, who died recently. Rollie Williams, head of the KMOX production department, has been shifted to the sales department, replacing Eddie Goldsmith, who has joined the Missouri National Guard. James Douglass succeeds him as production chief, and J. Soulard Johnson, promotion director, has been named sales service manager. Paul and Louis Shumate and Arthur Utt have joined the KMOX production staff.

BRAD SMITH, news editor of KRGV, Wesilaco, Tex., has been awarded first prize in the news photo division of the Folmer Graflex Corp. $1,500 picture contest. The picture titled "Extreme Unction", which was syndicated throughout the United States, showed the scene of the worst grade crossing disaster in Texas history—29 persons being killed. The station was instrumental in raising $800 for the relief of dependents of victims.

LANG-WORTH *planned programs*

LARGEST PUBLIC DOMAIN RECORDED LIBRARY in the WORLD

•

LANG-WORTH FEATURE PROGRAMS
420 Madison Ave.
New York

BALLIETT ELECTED MORSE PRESIDENT

CARL J. BALLIETT, for eight years vice-president and manager of Morse International Inc., New York, has been elected president, by the board of directors. The board also announced that new quarters have been leased on the 12th floor of the Chanin Bldg., 122 E. 42d St., to be occupied about Jan. 1.

Mr. Balliett

Shaw Newton, copy chief and formerly secretary-treasurer, succeeds Mr. Balliett as vice-president; J. P. Sawyer, art director, becomes secretary-treasurer, and Edward P. Anderson, chief of export copy, continues as vice-president. Richard Nicholls remains as radio director and R. M. Dubois as assistant radio director and timebuyer.

Before joining Morse International in 1932, Mr. Balliett had been managing partner in E. P. Remington Adv. Agency, now Addison-Vars Inc., of Buffalo, and had organized his own agency, Carl J. Balliett Inc.

Crosley in Washington

THE Crosley Corp. has opened a Washington office in the Munsey Bldg. to handle its business with the Federal Government, it is announced by R. C. Cosgrove, vice-president and general manager, manufacturing division. Quinton Adams, who managed the Crosley Corp. building and exhibit at the New York World's Fair, has been placed in charge of the new office.

DAILY transcriptions on the register of Washington's Finest Hotel heralds the arrival of the nation's leading broadcasters. They like the convenient location of this famous hostelry to N.A.B. Headquarters and the completeness of its modern services. Rates are no higher than at less finely appointed hotels.

SINGLE ROOMS FROM $4
DOUBLE ROOMS FROM $6
All with Bath, of course

The MAYFLOWER
WASHINGTON, D. C.
R. L. Pollio, Manager

NEW BROADCAST STATIONS AUTHORIZED BY FCC DURING 1940

Total: 77

**Asterisk denotes station was on the air as of January 1, 1941*
† Dagger denotes call letters not yet assigned.

ALABAMA

***WJHO**, Opelika—Licensed to Opelika-Auburn Broadcasting Co.; partnership of Thomas D. Samford Jr., attorney; Yetta G. Samford, insurance man; J. H. Orr, auto dealer; C. S. Shealy, cotton broker. Granted Jan. 10; 100 watts night and 250 day on 1370 kc.

ARIZONA

***KPHO**, Phoenix—Licensed to M. C. Reese, president, Mutual Benefit Society of Phoenix. Granted Jan. 25; 250 watts on 1200 kc.

CALIFORNIA

***KMYC**, Marysville—Licensed to Marysville-Yuba City Broadcasters, Inc.; Horace E. Thomas, publisher of *Marysville & Yuba City Appeal-Democrat*, president, 50% stockholder; Hugh McClung, president of the *Merced Sun-Star*, treasurer, 49.5%; Peter McClung, secretary of the *Merced Sun-Star*, vice-president, .5%. Granted Jan. 18; 100 watts on 1420 kc.

KFMB, San Diego—CP issued to Worcester Broadcasting Corp.; Warren B. Worcester, engineer, president, 75% stockholder; Mrs. Warren B. Worcester, vice-president, .01%; Glenn H. Munklett, attorney, secretary-treasurer, .01%; 24.98% of stock still unissued. Granted Nov. 27; 250 watts on 1420 kc.

CONNECTICUT

WNAB, Bridgeport—CP issued to Harold Thomas, owner and operator of WATR, Waterbury, Conn., and WBRK, Pittsfield, Mass. Granted July 19; 250 watts on 1420 kc.

DISTRICT OF COLUMBIA

***WINX**, Washington—Licensed to Lawrence J. Heller, attorney. Granted Feb. 13; 250 watts on 1310 kc.

WWDC, Washington—CP issued to Capital Broadcasting Co.; Stanley Horner, local auto dealer and realtor, president, 40% stockholder; Dyke Cullum, Washington representative of National Automobile Dealers Assn., vice-president, 40%; Edwin M. Spence, managing director of the National Independent Broadcasters Assn., secretary-treasurer, 20%. Granted Oct. 29; 250 watts on 1420 kc.

FLORIDA

WPER, De Land—CP issued to the Tropical Broacasting Co.; Carl E. Raymond, dean of the Law College, Stetson U, president, 12½% stockholder; V. M. Fountain, clothing merchant, vice-president, 12½%; W. H. Acree, local Ford dealer, secretary-treasurer, 12½%; G. M. Peek, architect, 12½%; Charles K. Tribble, physician, 12½%; E. K. Jones, building contractor, 12½%; R. B. Lipcombe, bank cashier, 12½%; J. Phil Wahle, local retailer, 12%. Granted Nov. 26; 250 watts on 1310 kc.

***WLOF**, Orlando—Licensed to Hazelwood Inc.; George B. Hills, civil engineer, secretary-treasurer, 69 shares; George A. Hazelwood, Jacksonville, president, 21 shares; Wm. Joe Sears, Jacksonville, vice-president, 10 shares. Granted Feb. 20; 250 watts on 1200 kc.

WKGA, Tampa—CP issued to The Tribune Co.; John Stewart Bryan, publisher of the *News-Leader Co.*, of Richmond, owners of WRNL; director of the *Chicago Times* and Southern R. R., chairman of the board, 44.48% stockholder; S. E. Thomason, publisher of *Chicago Times* and director of *Tampa Tribune*, president and treasurer, 43.232%; J. S. Mims, publisher of the *Tampa Tribune*, vice president and secretary, 1.6%; George O. Webb, Tampa, assistant secretary, .288%. Granted Aug. 27; 1,000 watts night and 5,000 watts day on 940 kc. [Grant made conditional upon Tribune Co. divesting itself of present interest in WFLA, Tampa.]

GEORGIA

WALB, Albany—CP issued to Herald Publishing Co., publisher of the *Albany Herald*; H. T. McIntosh, president. Granted June 25; 1,000 watts on 1530 kc.

*WGAC, Augusta — Licensed to Twin States Bcstg. Co.; F. Frederick Kennedy, lawyer and local tool manufacturer, president, 33⅓% stockholder; Glenn R. Boswell, publisher of *Augusta Herald*, secretary-treasurer, 33⅓%; Millwee Owens, editor of the same newspaper, vice-president, 33⅓%. Granted July 25; 250 watts on 1210 kc.

WMWH, Augusta—CP issued to W. Montgomery Harison, local realtor. Granted Aug. 27; 250 watts on 1420 kc.

*WBLJ, Dalton—Licensed to Dalton Bcstg. Corp.; J. B. Roach, auto accessory dealer, president and director, 59% stockholder; W. V. Williams, retail radio business, secretary-treasurer and director, 25%; J. C. Wink, local theatre chain owner, vice-president and director, 10%; J. T. Bates, local merchant, director, 5%; O. R. Hardin, attorney and mayor of Dalton, 1%. Granted Sept. 17; 250 watts on 1200 kc.

WGGA, Gainesville—CP issued to Gainesville Broadcasters; partnership of Henry Estes, department store owner; Austin Dean, owner of the *Gainesville Eagle* weekly; L. H. Christian, hardware merchant. Granted May 28; 250 watts on 1210 kc.

WLAG, LaGrange—CP issued to the LaGrange Broadcasting Co.; Roy C. Swank, publisher of the *LaGrange News*, president, 33⅓% stockholder; Fuller Callaway Foundation of LaGrange, 33⅓%; Arthur Lucas, theatre owner and part-owner of WRDW, Augusta, Ga., and WMOG, Brunswick, Ga., 16⅔%; William K. Jenkins, partner of Mr. Lucas, 16⅔%. Granted Nov. 14; 250 watts on 1210 kc.

***WBML**, Macon — Licensed to Middle Georgia Bcstg. Co.; E. D. Black, cotton oil manufacturer, president, 50 shares; E. M. Lowe, electrical contractor, vice-president, 50 shares; E. G. McKenzie, cotton oil manufacturer, secretary-treasurer, 50 shares; Mrs. Martha Faulk Lowe, 50 shares. Granted May 21; 250 watts on 1420 kc.

†NEW, Toccoa—CP issued to R. G. LeTourneau, dirt removing equipment manufacturer. Granted Dec. 17; 250 watts on 1420 kc.

***WGOV**, Valdosta—Licensed to E. D. Rivers, Governor of Georgia. Granted Feb. 7; 100 watts night and 250 day on 1420 kc.

***WDAK**, West Point—Licensed to Valley Bcstg. Co.; partnership of L. J. Duncan, Leila A. Duncan, Effie H. Allen, Josephine A. Keith and Aubrey Gay, theatre chain owners. Granted May 16; 250 watts on 1310 kc.

ILLINOIS

†NEW, Cairo—CP issued to Oscar C. Hirsch, owner of KFVS, Cape Girardeau, Mo. Granted Dec. 17; 250 watts on 1500 kc.

INDIANA

WISH, Indianapolis—CP issued to the Capitol Broadcasting Co; G. Bruce McConnel, sales manager of local tobacco and candy wholesale company, president, 33⅓% stockholder; Edward H. Harris, president of the same company, treasurer, 33⅓%; Alvin R. Jones, local auto dealer, vice-president, 14%; John E. Messick, Lyman S. Ayres, Thomas Mahaffey and Joseph E. Cain, directors, each holding 5%. Granted Nov. 1; 1,000 watts night and 5,000 day on 1280 kc.

WKMO, Kokomo—CP issued to Kokomo Broadcasting Corp.; Charles K. Boyajian, physician, president, .3125% stockholder; Charles Boyajian, of WJBK, Detroit, vice-president, 14.37%; Hugh O. Weir, secretary, 6.25%; A. David Potter, treasurer, 7.81%; and 14 other stockholders, each holding less than 10%. Granted Nov. 20; 250 watts on 1420 kc.

IOWA

KBIZ, Ottumwa—CP issued to J. D. Falvey, radio and newspaper advertising man. Granted Nov. 20; 100 watts on 1210 kc.

KENTUCKY

†NEW, Harlan—CP issued to Blanfox Radio Co. Inc.; Combs Blanford, radio time salesman, president, 46⅔% stockholder; John Francke Fox, radio engineer, secretary-treasurer, 46⅔%; Richard B. Helms, radio engineer, vice-president, 6⅔%. Granted Dec. 4; 250 watts on 1420 kc.

MARYLAND

***WBOC**, Salisbury—Licensed to the Peninsula Broadcasting Co. 3,150 shares of stock owned by 29 persons, including John W. Downey, State bank commissioner, president, 350 shares; William F. Allen, banker and nurseryman, vice-president, 250 shares; John T. Holt, local oil company manager, treasurer, 150 shares; Albert W. Ward, attorney and secretary of State tax commissioner, secretary, 100 shares. Granted April 13; 250 watts on 1500 kc.

WITH, Baltimore—CP issued to the Maryland Broadcasting Co.; Mrs. Louise McClure Tinsley, of Baltimore, secretary-treasurer, 97% stockholder; B. Warren Corkran, of Baltimore, 2%; Thomas G. Tinsley Jr., of Baltimore, president, 1%. Granted Oct. 29; 250 watts on 1200 kc.

MASSACHUSETTS

WHYN, Holyoke—CP issued to the Hampden-Hampshire Corp.; Mrs. Minnie R. Dwight, co-owner of the Holyoke Transcript-Telegram Publishing Co., publisher of the *Holyoke Transcript-Telegram*, treasurer, 99.16% stockholder; William Dwight, co-owner and editor of same newspaper, president, .33%; Arthur Ryan, general manager of same newspaper, assistant treasurer, .33%; Charles M. DeRose, stockholder in H. S. Gere & Sons, publishers of the *Northampton Hampshire Gazette*, .20%. Granted Oct. 15; 250 watts on 1370 kc.

†NEW, Worcester—CP issued to C. T. Sherer Co. Inc.; 100% owned by the R. C. Taylor Trust; Frank F. Butler, trustee, president; W. Robert Ballard, store management counsel, vice-president; Raymond A. Volz, store management counsel, treasurer. Granted Dec. 17; 250 watts on 1200 kc.

MICHIGAN

WDBC, Escanaba—CP issued to the Delta Broadcasting Co.; Gordon H. Brozek, manager of WDMJ, Marquette, Mich., secretary-treasurer, 52.26% stockholder; Frank J. Russell, Jr., editor of the *Marquette Mining Journal*, 29.84%; Leo G. Brott, publisher of the same newspaper, 14.92%; Joe J. Clancy, manager of Wadhams Oil Co., president, 1.49%; George F. Perrin, vice-president, 1.49%. Granted Nov. 14; 250 watts on 1500 kc.

***WLAV**, Grand Rapids—Licensed to Leonard A. Versluis, commercial photographer and former part owner of WJIM, Lansing. Granted May 28; 250 watts on 1310 kc.

WGRB, Grand Rapids—CP issued to Grand Rapids Bcstg. Corp.; Boyce K. Muir, drug store chain owner, president, 25% stockholder; Harrison L. Goodspeed, amusement and real estate investments, treasurer, 25%; Albert L. Birdsall, stockholder and plant manager of local brass company, 25%; Siegel W. Judd, lawyer, secretary, 25%. Each of the above having agreed to assign 20% of their respective holdings to Angus D. Pfaff, radio engineer, vice-president. Granted June 4; 250 watts on 1200 kc.

GLASS-BRICK columns and other modern trimmings feature the new building of CFQC, in Saskatoon, Sask. The studios will be formally opened in January. A new antenna also has been built. The main studio of the new layout has a seating capacity of 200 persons.

WTCM, Traverse City—CP issued to Midwestern Bcstg. Co.; Lester Biederman, chief engineer of WTEL, Philadelphia, president, 30% stockholder; Edward S. Biederman, of Detroit, 22½%; Wm. H. Kiker, engineer of WTEL, vice-president, 16¾%; Fred G. Zierle, Philadelphia, 16½%; Drew McClay, operator of WTEL, secretary-treasurer, 15%. Granted Aug. 27; 250 watts on 1370 kc.

MINNESOTA

***WLOL**, Minneapolis—Licensed to Independent Merchants Broadcasting Co.; J. P. Devaney, attorney, president, 66.4% stockholder; W. A. Steffes, theatre owner, treasurer, 31.2%; Thomas O. Kachelmacher, attorney, vice-president, 2%; L. B. Schwartz, attorney, secretary, .4%. Granted Jan. 18; 1,000 watts on 1300 kc.

***KWLM**, Willmar—Licensed to Lakeland Bcstg. Co.; H. W. Linder, investments, president, 76% stockholder; M. R. Johnson, dairy business, vice-president, 10%; L. F. Johnson, dairy business, treasurer, 10%; V. W. Lindquist, lawyer, secretary, 4%. Granted May 8; 100 watts on 1310 kc.

MISSISSIPPI

***WCBI**, Columbus — Licensed to Birney Imes, publisher of the *Columbus Commercial Dispatch*. Granted May 21; 250 watts on 1370 kc.

MONTANA

KRJF, Miles City—CP issued to the Star Printing Co., publishers of the *Miles City Star*; Estate of Joseph Scanlon, deceased, 68.1% stockholder; W. F. Flinn, secretary-treasurer, 15.3%; W. G. Potter, 13.4%; C. J. Zimmerman, vice-president, 3%; Sarah M. Scanlon, president, .02%, all stockholders in *Miles City Star*. Granted Aug. 14; 250 watts on 1310 kc.

NEBRASKA

KONB, Omaha—CP issued to MBS Bcstg. Co.; C. J. Malmsten, cattle rancher, president, 33 1/3% stockholder; John K. Morrison, insurance man and realtor, part owner of KORN, Fremont, vice-president, 28 1/3%; Arthur Baldwin, insurance and real estate man, part owner of KORN, secretary-treasurer, 28 1/3%; Clark Standiford, chief owner and manager of KORN, 5%; Clarence T. Spier, Omaha, 5%. Granted June 25; 250 watts on 1500 kc.

NEVADA

***KENO**, Las Vegas—Licensed to Nevada Bcstg. Co.; partnership of George Penn Foster, Maxwell Kelch and Calvert Charles Applegate, all radio engineers and announcers. Granted June 5; 100 watts night and 250 day on 1370 kc.

KFUN, Las Vegas—CP issued to Las Vegas Bcstg. Co., Inc.; Ernest N. Thwaites, production manager of KVSF, Santa Fe, N. M., president and manager; Ernest Thwaites Sr., 100% stockholder. Granted June 5; 100 watts night and 250 day on 1420 kc.

NEW HAMPSHIRE

WMUR, Manchester—CP issued to The Radio Voice of New Hampshire, Inc.; Francis P. Murphy, investments and Governor of New Hampshire, president and director, 90% stockholder; James J. Powers, physician and member of the Maine-New Hampshire Interstate Bridge Authority, vice-president, 5%; Edward J. Gallagher, vice-chairman of the Democratic State Committee of New Hampshire and publisher of the *Laconia* (N. H.) *Citizen*, 5%. Granted Sept. 17; 5,000 watts night and 1,000 day on 610 kc.

NEW JERSEY

***WFPG**, Atlantic City—Licensed to Neptune Bcstg. Corp.; A. Harry Zoog, president, 10 shares; Richard Endicott, manager of Steel Pier, vice-president, 10 shares; Adrian Phillips, hotel owner, vice-president, 10 shares; P. Mortimer Lewis, theatre operator and realtor, vice-president, 10 shares; Ezra Bell, hotel owner, vice-president, 10 shares; Samuel Morris, lawyer, treasurer, 10 shares; Benjamin Chew, radio engineer, secretary, 10 shares; and 13 others, each holding 10 shares. Granted May 24, 1940; 100 watts night and 250 day on 1420 kc.

WPAT, Paterson—CP issued to the North Jersey Bcstg. Co., Inc.; James B. Conman, tube sales manager for Federal Telegraph Co., president, 49% stockholder; Frank B. Falknor, CBS chief engineer in Chicago, vice-president, 25%; Rex Schepp, CBS Chicago salesman, 25%; Mrs. Eta M. Cosman, secretary-treasurer, 1%. Granted July 17; 1,000 watts on 900 kc.

NEW YORK

WBTA, Batavia—CP issued to the Batavia Broadcasting Corp.; Joseph M. Ryan, oil dealer, secretary, 50% stockholder; Edmund R. Gamble, president, 36%; Edward P. Atwater, banker, vice-president, 14%. Granted Nov. 1; 250 watts on 1500 kc.

WAGE, Syracuse—CP issued to the Sentinel Bcstg. Corp.; Frank C. Revoir, motor dealer, president, 70% stockholder; William T. McCaffrey, banker, vice-president, 10%; Alexis M. Muench, candle manufacturer, vice-president, 10%; Francis E. Doonan, bookbinder and printing business, 10%. Granted July 17; 1,000 watts on 620 kc.

WATN, Watertown—CP issued to the Watertown Bcstg. Corp.; G. Harry Righter, wholesale food contractor, president, 140 shares preferred and 1 share common stock; Dean R. Richardson, treasurer, 30 shares preferred and 1 share common stock; Ruth F. Gamage, secretary to G. Harry Righter, secretary, 1 share common stock. Granted July 30; 250 watts on 1210 kc.

WWNY, Watertown—CP issued to the Brockway Co.; Harold B. Johnson, publisher of the *Watertown Daily Times* and local banker, president and treasurer, 40% stockholder; Jessie R. Johnson, housewife, secretary, 9.1%; balance of stock, 51.9%, being held in treasury of company. Granted July 30; 500 watts daytime on 1270 kc.

NORTH CAROLINA

***WCBT, Roanoke Rapids—Licensed to J. Winfield Crew Jr., local banker and attorney. Granted Feb. 27; 250 watts on 1200 kc.**

OHIO

***WAKR, Akron—Licensed to Summit Radio Corp.; 50% of stock owned by Viola G. Berk, wife of S. Bernard Berk, attorney and merchant, secretary-treasurer; 10% by S. Bernard Berk, president. Granted Jan. 10; 1,000 watts on 1530 kc.**

WMRN, Marion—CP issued to the Marion Bcstg. Co.; Robert T. Mason, president, 35% stockholder; Frank Mason, NBC vice-president, 32½%; Mrs. Frank Mason, vice-president, 32½%. Granted July 17; 250 watts on 1500 kc.

*WIZE, Springfield — Licensed to Radio Voice of Springfield Inc.; Charles Sawyer, Cincinnati attorney, director, 130 out of 250 shares; Ronald Woodyard, manager of WING, Dayton, director, 70 shares; Abe Gardner, merchant, president, 10 shares; John Good, florist, vice-president, 25 shares; Rudolph Klemperer, merchant, treasurer, 3 shares; Percy Rosenfield, merchant, 5 shares; David Kraus, merchant, 5 shares; Ann Buchfirer, 2 shares. Granted June 18; 100 watts on 1310 kc.

*WSTV, Steubenville—Licensed to Valley Bcstg. Co.; Myer Weisenthal, furniture dealer, president, 5% stockholder; Louis Berkman, iron and steel broker, vice-president, 5%; Richard Teitlebaum, ladies wear, secretary-treasurer, 5%. Company has 48 stockholders, mostly local residents, none having as much as 10% of stock. Granted May 28; 250 watts on 1310 kc.

OKLAHOMA

†NEW, Lawton—CP issued to partnership of Williard Carver, head of Carver Chiropractic School, and Byrne Ross, insurance agent. Granted Dec. 4; 250 watts daytime on 1120 kc.

OREGON

KWIL, Albany—CP issued to the Central Willamette Broadcasting Co.; R. R. Cronise, co-publisher of the *Albany Democrat-Herald*, secretary-treasurer, 50%; W. L. Jackson, co-publisher of the same newspaper, 49.23%; Glenn L. Jackson, vice-president, .77%. Granted Nov. 14; 250 watts on 1530 kc.

KODL, The Dalles—CP issued to Western Radio Corp.; V. B. Kenworthy, former KSLM, Salem, Ore., salesman, president, 50% stockholder; Eva O. Hicks, vice-president, 25%; T. M. Hicks, insurance and real estate loans, secretary-treasurer, 25%. Granted June 4; 100 watts night and 250 day on 1200 kc.

PENNSYLVANIA

WCED, Du Bois—CP issued to Tri-County Bcstg. Co.; 50 shares of stock held each by H. T. Grey, publisher of the *Du Bois Courier* and *Express*, president; Jason S. Gray, editor of same newspaper, secretary; W. B. Ross, manager of same newspaper, vice-president; L. F. Mohney, general manager of same newspaper, treasurer, 50 shares. Granted May 15; 250 watts on 1200 kc.

WERC, Erie—CP issued to Presque Isle Broadcasting Co.; Jacob A. Young, tailor, president, 40% stockholder; Wm. P. Sengel, printer, secretary, 25%; Gerard P. O'Connor, attorney, director, 25%; B. Walker Sennett, attorney, treasurer, 5%; Joseph V. Agresti, attorney, director, 5%. Granted March 13; 100 watts night and 250 day on 1500 kc.

Funds for War

A FORECAST of the role American radio stations may play in national defense is seen in a war-savings fund campaign just completed by CFCO, Chatham, Ont. After a street show a citizen phoned the station requesting a quantity of war savings stamps. Commercial Manager P. A. Kirkey decided that if one person was willing to pledge money, others also would like to help. The idea went over so well that the station remained on the air two hours beyond the regular sign-off time. During the 3½ hour program $1,600 was pledged. Chatham was a test spot for the drive.

***WKPA, New Kensington — Licensed to Allegheny-Kiski Bcstg. Co.; C. Russell Cooper, president, 14.3% stockholder; Dick M. Reeser, mayor of New Kensington and real estate and insurance man, vice-president, 14.3%; H. Donald Hanky, treasurer, 14.3%; Frank H. Recco, city engineer, secretary, 14.3%; W. H. Cooper, 14.3%; Dan J. Zeloyle, 14.3%; J. C. Cooper, local music store owner, 14.2%. Granted June 25; 250 watts daytime on 1120 kc.**

***WARM, Scranton—Licensed to Union Broadcasting Co.; Martin F. Memlo, farm manager, president, 49.6% stockholder; Lou Poller, retail dry goods merchant, treasurer, 49.6%; James S. Scandale, .8%. Granted Jan. 25; 250 watts on 1370 kc.**

RHODE ISLAND

WFCI, Pawtucket—CP issued to the Pawtucket Bcstg. Co.; Howard W. Thornley, chief engineer of WPRO, Providence, president, 50% stockholder; Frank F. Crook, auto dealer, treasurer, 50%. Granted June 26; 1,000 watts on 1390 kc.

SOUTH CAROLINA

*WMRC, Greenville—Licensed to Textile Bcstg. Co.; Robert A. Jolley, head of Nehi Bottling Co. of Greenville, president-treasurer, 51% stockholder; Wayne M. Nelson, broadcaster, vice-president-secretary, 49%. Granted June 25; 250 watts on 1500 kc.

TENNESSEE

*WDEF, Chattanooga — Licensed to Joe W. Engel, local baseball club owner and major league scout. Granted July 6; 250 watts on 1370 kc.

*WKPT, Kingsport—Licensed to Kingsport Broadcasting Co.; partnership of C. P. Edwards, Jr., publisher of *Kingsport Times*, and Howard Long, postmaster. Granted Feb. 13; 250 watts on 1370 kc.

WBIR, Knoxville—CP issued to J. W. Birdwell, radio engineer and former partner in WJHL, Johnson City, Tenn. Granted August 14; 100 watts night and 250 day on 1210 kc.

TEXAS

KBWD, Brownwood — CP issued to the Brown County Broadcasting Co.; partnership of J. S. McBeath, publisher of the *Brownwood Bulletin*; Wendell Mayes, identified with Texas publishing interests; Joe N. Weatherby, auto dealer; B. P. Bludworth, outdoor advertising business. Granted Oct. 29; 500 watts on 1350 kc.

KEYS, Corpus Christi—CP issued to the Nueces Broadcasting Co.; partnership of Charles W. Rossi, oil operator, and Earl C. Dunn, identified with local law enforcement agencies. Granted Oct. 29; 250 watts on 1500 kc.

VIRGINIA

WMVA, Martinsville—CP issued to Martinsville Broadcasting Co.; partnership of Jonas Weiland, owner of WFTC, Kinston, N. C., and William C. Barnes, publisher of the *Martinsville Bulletin*. Granted April 15; 100 watts night and 250 day on 1420 kc.

*WSLS, Roanoke — Licensed to Roanoke Bcstg. Corp.; Junius P. Fishburn, publisher of the *Roanoke Times-World*, licensee of WDBJ, Roanoke, 40% stockholder; Shenandoah Life Insurance Co., 20%; Edward A. and Philip P. Allen, owners of WLVA, Lynchburg, Va., 13⅓% each; Lynchburg Broadcasting, licensee of WLVA, 13⅓%. Granted July 25; 250 watts on 1500 kc.

WEST VIRGINIA

***WLOG, Logan—Licensed to Clarence H. Frey and Robert O. Greever; partnership of Clarence H. Frey, publisher of the *Logan Banner*, and Robert O. Greever, mine payroll clerk. Granted Jan. 25; 100 watts on 1200 kc.**

*WAJR, Morgantown—Licensed to West Virginia Radio Corp.; Agnes J. Reeves Greer, secretary-treasurer, 60%; H. C. Greer, steel, limestone and coke business and publisher of the *Morgantown Dominion-News* and *Post*, president, 20%; Jane Greer, vice-president, 20%. Granted June 4; 250 watts on 1200 kc.

*WBRW, Welch—Licensed to McDowell Service Company; J. W. Blakely, insurance man and theatre owner, president, 60 shares; L. E. Rogers, theatre owner, vice-president, 40 shares; J. R. Werness, insurance man, secretary-treasurer, 40 shares; W. H. Rogers, theatre owner, 10 shares. Granted May 15; 250 watts on 1310 kc.

WKWK, Wheeling — CP issued to Community Broadcasting Inc.; Joe L. Smith, owner of WJLS, Beckley, W. Va., president, 98% stockholder; Mary E. Meadows, school teacher, vice-president, 1%; Hulett C. Smith, clothing merchant and insurance man, secretary-treasurer, 1%. Granted Nov. 26; 100 watts on 1370 kc.

WISCONSIN

WIGM, Medford—CP issued to George F. Meyer, public accountant and manager of a local hospital. Granted Nov. 20; 100 watts on 1500 kc.

*WFHR, Wisconsin Rapids—Licensed to Wm. F. Huffman, publisher of *Wisconsin Rapids Tribune*. Granted May 8; 100 watts night and 250 day on 1310 kc.

WYOMING

*KFBC, Cheyenne—Licensed to the Frontier Bcstg. Co.; S. H. Patterson, owner of KSAN, San Francisco, president, 325 shares of stock; Stock Growers Bank, executors for the estate of J. H. Schroeder (deceased), 324 shares; Fred Marble, Stock Growers Bank, 1 share; William C. Grover, chief engineer and manager of KSAN, 117 shares; Cheyenne Newspapers, Inc., publishers of the *Wyoming Eagle* and *Wyoming State Tribune & Leader*, 337 shares; Tracy S. McCraken, with the same publications, 1 share; John Arp, hotel owner, 65 shares; United Mine Workers, 129 shares; Virgil Wright, UMW, 1 share. Granted July 11; 500 watts on 1420 kc.

*KYAN, Cheyenne—Licensed to Western Bcstg. Co. of Wyoming; J. Cecil Bott, Wyoming Monument Works, 25%; Mrs. Bott, 25%; Mrs. Matilda Lannen, 50%. Granted June 18; 500 watts on 1370 kc.

†NEW, Powell—CP issued to Albert Joseph Meyer, postal clerk. Granted Dec. 17; 250 watts on 1200 kc.

G. W. (JOHNNY) JOHNSTONE, director of radio for the Democratic National Committee and chairman of the radio division of the Committee for the Celebration of the President's Birthday, is on a tour of principal cities in the country with Keith Morgan, national chairman of the latter committee. Object of the tour is to arrange local and regional broadcasts in each area visited, coordinating the local radio efforts in the drive for funds to "Fight Infantile Paralysis".

1000 WATTS

WCAR

Proudly Points To Its

★ COVERAGE IN A RICH MARKET

★ RESULTS SO ECONOMICALLY PRODUCED

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Get the facts from WCAR PONTIAC, MICH.

OR RADIO ADVERTISING CORP

National Representatives NEW YORK · CHICAGO · CLEVELAND

ASSOCIATED ACTIVE IN COAST SPORTS

TIDEWATER ASSOCIATED OIL Co., Associated Division, San Francisco, will sponsor more basketball games than ever before, it was announced late in December by Harold R. Deal, advertising and promotion manager.

The list of stations and the schedule of games were still in the formative stage as BROADCASTING went to press. However, Associated sponsored seven games on KQW, San Jose, and KROW, Oakland, in December.

Doug Montell, Associated's ace sportscaster, will handle all the games in the San Francisco Bay area. Account is placed through Lord & Thomas, San Francisco.

Tidewater is reported discontinuing its present spot programs in the East. Sports programs on WFBL, Syracuse; WGY, Schenectady; WOR, Newark, and a daily newscast on WHEC, Rochester, have been dropped. News periods on WFIL, Philadelphia, and on the Yankee Network will be terminated at the end of the current contracts. No reason for the decision was given by Lennen & Mitchell, New York agency handling the account, but it is understood the sponsor is considering new plans.

HOWARD S. FRAZIER, owner of WSNJ, Bridgeton, N. J., in association with Fred Wood, who recently joined the station staff, have built a restaurant on the station site. The restaurant, taking its name from the station's frequency, has been named "Twelve-Forty Radio Grille."

ORANGE, TEXAS

—$100,000,000

It staggers the imagination! Even in terms of payrolls for thousands of highly skilled shipyard workers and their families, you get a picture of tremendous buying power, **highly concentrated.**

Even before the U. S. Navy awarded over $100,000,000 in contracts to the shipyards of Orange, this was considered one of the most prosperous industrial areas in the country for its size.

And still the most powerful voice that has the ear of this booming Gulf Coast industrial area is Radio Station KFDM in Beaumont, only 22 miles away.

Speak up to one hundred million dollars! Your schedules placed with KFDM will effectively cover this fabulous market.

KFDM, BEAUMONT

560 KC NBC BLUE

1000 WATTS FULL TIME

Represented by

HOWARD H. WILSON, COMPANY

ACTIONS OF THE

FEDERAL COMMUNICATIONS COMMISSION

DECEMBER 14 TO DECEMBER 30, INCLUSIVE

Decisions . . .

DECEMBER 17

WMCA, New York—Granted consent transfer control to Edward J. Noble for $850,000.

NEW, Thumb Bcstg. Co., Brown City, Mich.—Set for hearing applic. 600 kc 250 w D.

NEW, World Peace Foundation, Oakland, Cal.—Denied rehearing re applic. new developmental station which was denied 11-20-40.

WRBL, Columbus, Ga.—Dismissed protest and request for reconsideration directed against action 11-13-40 granting applic. La Grange Bcstg. Co. new station 1210 kc 250 w unl.

WFOR, Hattiesburg, Miss.—Retired to closed files applic. mod. CP granted 10-10-39 for increased poower.

W1XER, Boston—Granted CP change to 43.9 mc 1 kw FM, change trans., and granted license for same.

MISCELLANEOUS—NEW, W. H. Amesbury, Minneapolis, hearing continued to 1-17-41; NEW, Central Carolina Bcstg. Corp., Burlington, N. C., amended to 890 kc 250 w D; KFOR, KFAB, Lincoln, granted petition of transferor and transferee to dismiss applic. transfer control of stations, without prejudice.

DECEMBER 19

WGAC—Augusta, Ga.—Granted license new station 1210 kc 250 w unl.

WTAQ, Green Bay, Wis.—Granted license new trans., increase power.

WING, Dayton—Granted mod. license to Great Trails Bcstg. Corp.

DECEMBER 23

MISCELLANEOUS—WCSC, Charleston, S. C., and John M. Rivers, Charleston, granted joint petition continue hearing 30 days, re transfer of control to Rivers; NEW, Greensboro Bcstg. Co., Greensboro, N. C., granted leave amend applic. to 1250 kc. 250 w D; WCAP, Asbury Park, N. J., WCAM, Camden, denied petitions intervene on renewals of WCAM, WCAP and WTNJ, and FCC on own motion consolidated these hearings; NEW, Paducah Bcstg. Co., Clarksville, Tenn., granted continuance hearing re CP applic.; KFI, KOA, etc. and Clear Channel Group, referred to FCC petition to intervene re WHDH applic. CP 830 kc 5 kw etc. and extended time to file exceptions to 1-15-41; WBT, KFAB, WBBM, WJAG, WMBI, granted extension to 2-1-41 to file proposed findings re change in freq. etc., heard 12-11-41.

DECEMBER 26

MISCELLANEOUS—Special temporary authority granted to 3-1-41 for FM stations W1XK W1XSN W1XSO W8XVB W1XOJ W3XO W8XVH W8XAD W2XMN W2XQR W9XAO W2XWG W1XPW W9XZR; W. G. H. Finch, New York, denied auth. operate WE transmitter commercially; WBNS, Columbus, denied auth. operate 3 kw GE trans. 44.5 mc. pending completion W45CM.

DECEMBER 27

MISCELLANEOUS—WBCM, Bay City, Mich., granted dismissal without prejudice applic. mode. license to 1 kw; WSFA, Montgomery, Ala., same; WHIS, Bluefield, W. Va., granted dismissal without prejudice applic. CP increase power etc.; WTNJ, Camden, N. J., dismissed petition intervene WCAM renewal hearing; same re WCAP and Trent Bcstg. Corp., with hearings consolidated with WTNJ CP applic.; NEW, Gazette Co., Cedar Rapids, granted amendment applic. to 1550 kc 5 kw; WCBA, WSAN, Allentown, granted motion accept amendments to increase to 5 kw, to include engineering data.

Applications . . .

DECEMBER 17

WESX, Salem, Mass.—CP increase to 250 w.

WHOM, Jersey City—CP new trans., directional, increase to 10 kw N & D, 1560 kc (under treaty).

WMAS, Springfield, Mass.—CP change to 880 kc (910 under treaty) new trans., directional increase to 1-5 kw.

WWSW, Pittsburgh—CP new trans., directional, change to 940 kc 1-5 kw, move trans.

WSIX, Nashville—CP new trans., directional N, change to 950 kc (980 under treaty), increase to 1-5 kw, move trans.

NEW, Broadcasters Inc., San Jose, Cal.—CP 1500 kc (1490 under treaty) 250 w unl.

KALB, Alexandria, La.—CP change to 580 kc (II-B) increase to 1 kw, new trans., directional N.

WDBJ, Roanoke, Va.—Mod. CP directional N increase to 5 kw.

DECEMBER 23

WOR, Newark—Mod. license to move studio to 1440 Broadway, New York.

NEW, Ruben E. Aronheim, Fitchburg, Mass.—CP 1310 kc 250 w unl. IV (1340 under treaty).

WHKC, Columbus—CP change to 610 kc increase power etc., amended to be contingent on grant of 600 kc unl. directional N time etc. to WCLE; WCLE's application amended also to omit request for WHKC's facilities, and new trans.

WKZO, Kalamazoo—CP new directional antenna N.

NEW, John Lord Booth, Detroit—CP FM 44.1 mc etc. amended to 66,732 sq. miles 2,901,908 pop., change trans.

KALB, Alexandria, La.—CP change to 580 kc increase to 1 kw, new trans., directional N.

KVIC, Victoria, Tex.—Auth. transfer control to Morris Roberts, amended to omit Charles C. Shea as one of transferors.

NEW, Central Carolina Bcstg. Corp., Burlington, N. C.—CP 1420 kc 100 w unl., amended to 890 kc 250 w D.

WNOX, Knoxville—CP directional N, increase to 10 kw 990 kc under treaty, amended to instal 10 kw equipment.

NEW, Lake City Bcstrs., Lake City, Fla.—CP 1500 kc 250 w unl. IV.

WFIL, Philadelphia—Auth. transfer 50% interest from Strawbridge & Clothier to Lit Bros. 7,100 shares common stock.

KGNC, Amarillo, Tex.—CP new trans., directional N & D, change to 860 kc 50 kw, move trans.

WGES, Chicago—CP new trans., increase to 5 kw unl. directional, move trans.

NEW, Capital City Bcstg. Co., Topeka—CP 1170 kc 5 kw D II.

NEW, Head of the Lakes Bcstg. Co., Superior, Wis.—CP 44.5 mc 2,754 sq. miles 168,193 pop.

DECEMBER 30

NEW, Stromberg-Carlson Tel. Mfg. Co., Rochester—CP 45.1 mc FM 2240 sq. miles, 543,000 pop.

NEW, FM Radio Bcstg. Inc., New York—CP 48.3 mc FM 8600 sq. miles, 9,800,000 pop.

NEW, CBS, Boston—CP 44.1 mc FM 16,230 sq. miles, 5,972,246 pop.

WFIL, Philadelphia—Auth. transfer 50% interest from Strawbridge & Clothier to Lit Bros., 7100 shares common stock.

KROD, El Paso—Mod. CP new trans. etc., to change type of trans.

KPAC, Port Arthur, Tex.—Mod. license to 500 w 1 kw D, amended to 1 kw N & D directional N.

NEW, Gordon Gray, Winston-Salem, N. C.—CP 44.1 mc FM 69,400 sq. miles, 4,125,000 pop.

NEW, Gazette Co., Cedar Rapids—CP 44.7 mc FM 7400 sq. miles, 282,000 pop.

KWK, St. Louis—Mod. CP change power etc., for directional antenna.

National Member Drive Is Organized by ACA

A NATIONAL broadcast division of the American Communications Assn., a CIO affiliate, was set up Dec. 18 with offices in Philadelphia to intensify a national drive to unionize radio station engineers. O. E. Littlejohn, president of the Philadelphia CIO local, No. 28, was named national secretary-treasurer for the drive. Saul Waldbaum, Philadelphia attorney and general counsel for ACA, is also head of the national broadcast division.

It was announced that telegraph and marine operator members of the ACA, reportedly numbering 14,000, will support the radio division in the unionization drive. Representatives from locals in Buffalo, New York, Baltimore and Washington attended. It was indicated that with the new year promising to be as good if not better than 1940, the union can make greater strides on a national scale.

CKWX in Carson Fold

TAYLOR, Pearson & Carson Ltd., on Jan. 1 takes over operation of CKWX, Vancouver, according to G. F. Herbert of the Toronto office of All-Canada Radio Facillities Ltd., representative of the Taylor, Pearson & Carson stations. F. M. Squires, CJCS, Stratford, Ont., becomes manager and Reg Dagg remains commercial manager of CKWX, and Norm Bottrell, of CJCA, Edmonton, becomes production manager of CKWX. No appointment has yet been announced for the managership of CJCS.

Agenda Prepared For Ohio Session

DISCUSSIONS on television and frequency modulation developments will highlight the fourth annual Broadcast Engineering Conference, to be held Feb. 10-21 at Ohio State U, Columbus. The conference, directed by Dr. W. L. Everitt, of Ohio State U, provides three two-hour sessions daily during the two weeks of meetings, with several sessions extending into a second day. The NAB again is cooperating in arranging and conducting the conference, at which are expected leading radio engineers from all over the country [BROADCASTING, Dec. 1].

In addition to 23 discussion sections, the Conference will feature addresses by E. K. Jett, FCC chief engineer, Feb. 11 on "Communication in National Defense", and G. C. Southworth, Feb. 18 on "Wave Guides". The conference will climax Feb. 20 with a banquet.

Subjects on the agenda include:

Feb. 10-15 Week

Speech Input Systems: C. M. Lewis, RCA, J. D. Colvin, RCA.

Sound Reproduction from Recordings: F. V. Hunt, Harvard U (2 days).

Television Standards: W. R. G. Baker, General Electric.

Color Television: Peter C. Goldmark, CBS.

Studio Acoustics: Paul J. Washburn, Johns-Manville (2 days).

General Discussion and Question Box (emphasizing FCC engineering matters): A. D. Ring, FCC assistant chief engineer; Lynne C. Smeby, NAB engineering director (2 days).

Status of Television: Harry Sadenwater, RCA.

Polyphase Broadcasting: Paul Loyet, Central Broadcasting Co.

Television Station Operation: Robert M. Morris, NBC.

Roundtable on Receivers: J. Kelly Johnson, Hazeltine Corp., E. B. Passow, Zenith Radio Corp., W. L. Dunn, Belmont Radio Corp (2 days).

Loud Speakers: H. F. Olson, RCA (2 days).

Television Field Pickups: Harold P. See, NBC.

Feb. 17-21 Week

Status of Frequency Modulation: Maj. Edwin H. Armstrong, Columbia U.

FM Allocation and Coverage: Stuart Bailey, Jansky & Bailey.

Hearing, the Determining Factor for High Fidelity: Harvey Fletcher, Bell Telephone Labs.

FM Receivers: M. L. Levy, Stromberg-Carlson.

UHF Antennas and Transmission Lines: Andrew Alford, Mackay Radio & Telegraph Co. (2 days).

UHF Transmission: Kenneth A. Norton, FCC (2 days).

FM Field Tests: Raymond F. Guy, NBC.

Operating Problems in FM Transmitters: I. R. Weir, General Electric.

Roundtable on FM Problems: Paul A. deMars, Yankee Network, chairman, E. J. Content, WOR, Newark, Dan Gellerup, WTMJ, Milwaukee (2 days).

UHF Tubes: E. D. McArthur, General Electric.

FM Broadcast Transmitter Circuit Design: John F. Morrison, Bell Telephone Labs.

MEET THE CHIEF!

Chief Engineer of the great Broadcasting Tribe. He's constantly scouting for news of Western Electric—which he'll pass on to you frequently.

Look for him here regularly on this page—he'll give you many valuable tips for Better Broadcasting in 1941.

Western Electric

Network Accounts

All time EST unless otherwise indicated.

New Business

E. R. SQUIBB & SONS, New York (dental cream) on Dec. 30 starts *Golden Treasury of Song* on 43 CBS stations, Mon. thru Fri., 3:15-3:30 p.m. Agency: Geyer, Cornell & Newell, N. Y.

EXTON-FISHER TOBACCO Co., Louisville (Twenty Grand cigarettes), on Jan. 3 starts *Twenty Grand Salutes Your Happy Birthday* on NBC-Blue (station list not completed), Fri., 9:35-10 p.m. Agency: Weiss & Geller, Chicago.

Renewal Accounts

PROCTER & GAMBLE Co., Cincinnati (Chipso) on Dec. 30 renews *Road of Life* on 26 CBS stations, Mon. thru Fri., 1:45-2 p.m. Agency: Pedlar & Ryan, N. Y.

PROCTER & GAMBLE Co., Cincinnati (Oxydol) on Dec. 30 renews *The Goldbergs* on 23 CBS stations, Mon. thru Fri., 5-5:15 p.m., rebroadcast 11:30-11:45 a.m. Agency: Blackett-Sample-Hummert, N. Y.

PROCTER & GAMBLE Co., Cincinnati (Ivory soap) on Dec. 30 renews *Life Can Be Beautiful* on 37 CBS stations, Mon. thru Fri., 1-1:15 p.m. Agency: Compton Adv., N. Y.

PROCTER & GAMBLE Co., Cincinnati (Crisco), on Dec. 30 renews *Right to Happiness* on 39 CBS stations, Mon. thru Fri., 1-1:15 p.m. Agency: Compton Adv., N. Y.

COLGATE-PALMOLIVE-PEET Co., Jersey City (Palmolive soap), on Dec. 30 renews *Hilltop House* on 81 CBS stations, Mon. thru Fri., 4:30-4:45 p.m. Agency: Ward Wheelock Co., Philadelphia.

NATIONAL DAIRY PRODUCTS Corp., New York (Sealtest), on Jan. 2 renews for 52 weeks *Rudy Vallee Show* on 65 NBC-Red stations, Thurs., 10-10:30 p. m. (EST). Agency: McKee & Albright, N. Y.

JOHN MORRELL & Co., Ottumwa, Ia. (Red Heart dog food), on Dec. 29 renewed for 13 weeks *Bob Becker's Chats About Dogs* on 52 NBC-Red stations, Sun., 2:45-3 p. m. (CST). Agency: Henri, Hurst & McDonald, Chicago.

COLGATE-PALMOLIVE-PEET Co., Jersey City, on Dec. 30 renews for Octagon soap *Woman of Courage* on 41 CBS stations, Mon. thru Fri., 10:45-11 a.m., rebroadcast 3:45-4 p.m., and adds 24 western CBS stations to same program for Crystal White. Agencies: Ted Bates Inc., New York (Octagon); Sherman & Marquette, Chicago (Crystal White).

Crystal Specialists Since 1925

ATTENTION

BROADCASTERS SUBJECT TO FREQUENCY RE-ALLOCATION

We are at your service to—

1. REGRIND your present crystal to higher new frequency $17.50
2. NEW CRYSTAL (less holder) $22.50
3. NEW CRYSTAL fully mounted . . $30.00

LOW DRIFT - APPROVED BY FCC

Scientific
RADIO SERVICE
124 Jackson Ave.
University Park, Md.

Drawn for BROADCASTING by Warmuth

"Get Off the Air!"

COLGATE-PALMOLIVE-PEET Co., Jersey City (Colgate toothpowder), on Dec. 30 renewed *Stepmother* on 37 CBS stations, Mon. thru Fri., 9:30-9:45 a. m. (repeat, 3:45-4 p. m.) for 52 weeks On Jan. 6 10 CBS stations will be added. Agency: Sherman & Marquette, Chicago

COLGATE-PALMOLIVE-PEET Co., Jersey City (Super Suds), on Dec. 30 renews *Myrt & Marge* on 81 CBS stations, Mon. thru Fri., 10:15-10:30 a.m. Agency: Sherman & Marquette, Chicago.

AMERICAN TOBACCO Co., New York, on Jan. 1 renews *Kay Kyser* on 112 NBC-Red stations, Wed., 10-11 p.m. Agency: Lord & Thomas, N. Y.

ANACIN Co., Jersey City, renews *Easy Aces* on 53 NBC-Blue stations, Tues., Wed., Thurs., 7-7:15 p.m.; repeat midnight. Agency: Blackett-Sample-Hummert, N. Y.

BISODOL Co., Jersey City, renews *Mr. Keen, Tracer of Lost Persons* on 46 NBC-Blue stations, Tues., Wed., Thurs., 7:15-7:30 p.m., repeat 12:15 a.m. Agency: Blackett-Sample-Hummert, N. Y.

RICHFIELD OIL Corp., New York, on Dec. 31 renews *Confidentially Yours* on 25 MBS stations, Tues., Thurs., Sat., 7:30-7:45 p.m. Agency: Sherman K. Ellis, N. Y.; after Feb. 1, Hixson-O'Donnell, N Y.

CITIES SERVICS Co., New York, on Jan. 31 renews for 52 weeks *Cities Service Concert* on 56 NBC-Red stations, Fri., 8-8:30 p.m. Agency: Lord & Thomas, N. Y.

R. L. WATKINS Co., New York (Dr. Lyon's toothpowder), on Jan. 13 renews for 52 weeks *Orphans of Divorce* on 47 NBC-Blue stations, Mon. thru Fri., 3-3:15 p.m. Agency: Blackett-Sample-Hummert, N. Y.

CHARLES H. PHILLIPS CHEMICAL Co., Glenbrook, Conn. (Haley's M-O, Cal-Aspirin), on Jan. 13 renews for 52 weeks *Amanda of Honeymoon Hill* on 46 NBC-Blue stations, Mon. thru Fri., 3:15-3:30 p.m. Agency: Blackett-Sample-Hummert, N. Y.

Network Changes

R. J. REYNOLDS TOBACCO Co., Winston-Salem (Camel cigarettes), on Jan. 9 starts Xavier Cugat on 52 NBC-Red stations, replacing *Bob Crosby's Dixieland Music Shop*, Thurs., 7:30-8 p.m. Agency: William Esty & Co., N. Y.

LEWIS-HOWE Co., St. Louis (N R tablets), on Dec. 19 shifted *Fame & Fortune* on 76 NBC-Blue stations, Thurs., 8:30-9 p. m. (EST), with West Coast repeat, 8:30-9 p. m. (PST), from Hollywood to New York. Agency: Stack-Goble Adv. Agency, Chicago.

WHEELING STEEL Corp., Wheeling, on Jan. 5 adds 40 MBS stations to *Musical Steelmakers* making a total of 91, Sun., 5-5:30 p. m. Agency: Critchfield & Co., Chicago.

MAJOR NETWORKS LINK 500 STATIONS

OF THE 882 broadcasting stations in operation or authorized for construction during 1940, over 500 were affiliated with one or the other (or combinations) of the major networks, according to a year-end count by BROADCASTING. During 1940 the nationwide networks added 101 affiliates, many of them in the local category and some of them newly established stations.

Largest number of affiliates is accredited to MBS, which added 50 during the last year to bring its total to 168.

Next largest network in number of stations is NBC-Red, which added 14 during the year to bring its total to 131. NBC-Blue added 31 more outlets and as of Jan. 1, 1941 had 92 affiliates. There is some overlapping between Red and Blue, with some affiliates supplementary to both.

CBS added 11 outlets, and its total now is 123.

Thomas to Chicago

EARL G. THOMAS, of New York City, in mid-December was named radio director of McCann-Erickson Inc., Chicago office. He has long been identified in the industry as a writer, producer and talent buyer. Among the programs he has created for the air are *Popeye the Sailor*, sponsored by the Wheatena Corp., and *Your Family and Mine*, sponsored by National Dairy Assn. He has also done editorial work on such network programs as the *Columbia Workshop*.

Potter-Burns Merge

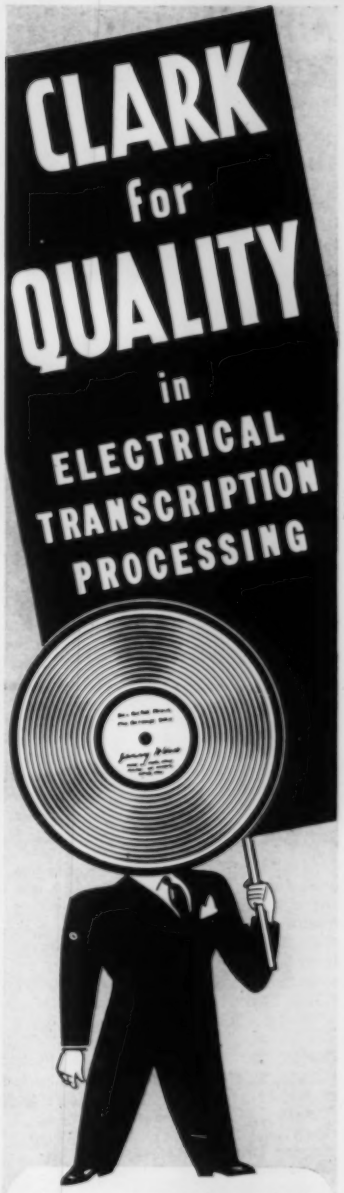
ROBERT E. POTTER, president and space buyer of the Potter Adv. Agency, and Jay E. Burns, president of Jay E. Burns Advertising, on Dec. 15 merged their individual advertising agencies into Burns & Potter, with offices at 75 E. Wacker Drice, Chicago. Telephone is Andover 2256. Mr. Potter, before organizing his own agency in Oct. 1939, was advertising manager of the *Chicago Journal of Commerce*. Mr. Burns has been active in Chicago business and banking circles.

GENERAL FOODS Corp., New York (Calumet baking powder) on Jan. 6 replaces *My Son & I*, on 82 CBS stations Mon. thru Fri. at 2:45-3 p. m., with a new serial *Home of the Braves*. Agency: Young & Rubicam, N. Y.

ALBERS BROS. MILLING Co., Seattle (cereals, flour), on Jan. 1 adds 6 NBC-Mountain stations (KSEI KTFI KIDO KGIR KPFA KRBM KGHL) to *Voice of Experience*, making a total of 14 NBC-Red stations, Mon., Wed., Fri., 9:30-9:45 a. m. (PST) Agency: Erwin, Wasey & Co., Seattle.

COLGATE-PALMOLIVE-PEET Co., New York (Palmolive shave cream), on Jan. 6 replaces *Strange as It Seems* with *City Desk* on 57 CBS stations, Thurs., 8:30-8:55 p.m. Agency: Ted Bates Inc., N. Y.

EMERSON DRUG Co., Baltimore (Bromo Seltzer), on Dec. 24 shifted *Ben Bernie* on 74 NBC-Blue stations, Tues., 8-8:30 p. m. (EST), with West Coast repeat, 8:30-9 p. m. (PST), from New York to Hollywood for 6 weeks or more. Agency: Ruthrauff & Ryan, N. Y.



Today, as since the earliest days of radio, the name CLARK on processed recordings is a symbol of sterling workmanship and quality materials. And today practically every important transcription producer is a CLARK client. So, today, we suggest that if you are interested in quality transcription processing you investigate CLARK.

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Phonograph Record Co.
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All-Canada Group Meets at Calgary

News Regulations, Proposed New Network Among Topics

THE second annual meeting of managers, commercial managers, program directors and production managers of western stations represented by All-Canada Radio Facilities Ltd., was held Dec. 19-21 in the Palliser Hotel, Calgary, Alta. About 40 persons attended.

Discussions included interpretation of the newscast regulations effective Jan. 1, with explanation by J. L. Radford, supervisor of station relations for the Canadian Broadcasting Corp.; appointment of a paid president and general manager for the Canadian Assn. of Broadcasters, which is to be main topic at the forthcoming CAB annual meeting Jan. 20-22 at Montreal; cooperation of stations with the government director of information on how to give more assistance in publicizing Canada's war effort; need for a second national network, built around the western stations; establishment of an idea bureau for the All-Canada stations.

Voluntary Promotion

The meeting decided that program promotion should be on a voluntary basis by stations and that advertising agencies should not expect it as part of the stations' duty.

Those attending included H. R. Carson, president of All-Canada Radio Facilities, and of Taylor, Pearson & Carson, station operating organization; H. E. Pearson, director of Taylor, Pearson & Carson; Guy F. Herbert, Toronto office of All-Canada; J. L. Radford, supervisor of station relations, CBC, Toronto; M. V. Chesnut, manager of CKOC, Hamilton, Ont.; F. M. Squires, manager of CJCS, Stratford, Ont.; F. H. Elphicke, manager, P. H. Gayner, commercial manager, Ed. Houston, and Hugh Newton, CJRC, Winnipeg; F. E. Scanlan, manager, Wm. Wright, Bruce Pirrie, CJRM, Regina; G. Gaetz, manager, Al. Smith, Wm. Speers, CKCK, Regina; Carson Buchanan, manager, CHAB, Moose Jaw, Sask., Bob Price, manager, CKBI, Prince Albert, Sask.; C. L. Berry, manager, CFGP, Grand Prairie, Alta.; Gordon Henry, manager, Walter Dales, Norm. Bottrell, Walter Blake, CJCA, Edmonton; Vic Neilsen, manager, Robert Straker, Fred Shaw, John Hunt, CFAC, Calgary; Art Nicholl, manager, Robert Buss, CJOC, Lethbridge, Alta.; Arthur Balfour, manager, CJAT, Trail, B. C.; James Browne, manager, CKOV, Kelowna, B. C.; Doug Homersham, manager, CFJC, Kamloops, B. C.; Reg Dagg, manager, CKWX, Vancouver.

Squibb Day Series

H. R. SQUIBB & SON (dental cream), on Dec. 30 started a daytime quarter-hour musical, titled *Golden Treasury of Song*, featuring Jan Peerce, tenor; Victor Bay's orchestra, and David Ross. Program will be heard five days a week at 3:15-3:30 p.m. over 43 CBS stations, seven of which will carry it on Wednesdays only. Geyer, Cornell & Newell, New York, is agency.

Drawn for Broadcasting by Sid Hix

"Thish's Bill Bratt Bringing You the New Year Revelry at the Skit Skat Club!"

Revised Agency Contract Form Offered To Provide Indemnity on Copyrights

ANTICIPATING the dropping of ASCAP music at the end of the year, NAB Counsel Russell P. Place Dec. 23 sent to all member stations a suggested revised form of agreement between stations and advertising agencies dealing with copyright indemnity under ASCAP-less performance.

Cleared by AAAA

The new indemnity clause, Mr. Place advised the membership, has been cleared with counsel for the American Assn. of Advertising Agencies. He advised stations, if they did not contemplate having an ASCAP license after Dec. 31, to send the letter to each agency with which the station has outstanding broadcasts contracts to continue in force after the year-end. The text of the suggested letter follows:

This is to confirm the understanding between us which shall become effective on Dec. 31, 1940, namely:

The provisions of paragraph 6 (c) of each and every broadcasting contract between us shall be and are hereby deemed to be deleted and the following new paragraph 6 (c) shall be substituted in lieu and instead thereof:

"6 (c) (A) Any litigation against agency or advertiser, or the employees of either, brought to enforce the rights of any third party alleged to have been violated by broadcasting matter described herein as station material will be defended by and at the expense of station. Any litigation against station or its employes brought to enforce the rights of any third party alleged to have been violated by broadcasting matter described herein as agency material will be defended by and at the expense of agency.

"(B) The indemnitor (party hereto on whom duty of defense is imposed hereunder) shall have full and complete control of such litigation and may settle, compromise and adjust the same. The indemnitor shall be responsible for the payment of any judgment for damages and costs rendered in such litigation against the indemnitee(e) and shall indemnify and hold the indemnitee(s) harmless from loss or damage caused by or arising out of any such judgment.

"(C) Subparagraphs (a) and (b) hereof shall be effective only in the event that (1) within 15 days after the initial summons or process is served upon the indemnitee, written notice thereof is given to the indemnitor and within ten days thereafter a written request to defend such litigation is mailed or delivered to indemnitor and (2) from time to time during the pendency of such litigation and after the duty of defense has been assumed by the indemnitor, the indemnitee, upon request, shall disclose to the indemnitor all relevant facts in the possession or under the control of the indemnitee by making available to the indemnitor for consultation and as witnesses at their customary places of business all employes and other persons under the control of the indemnitee having possession of such facts and making available to the indemnitor all relevant documentary material in the possession or under the control of the indemnitee.

"(D) Station material consists of (1) all material used in program prepared and produced by station except material furnished by agency in connection with such programs; and (2) copyrighted musical compositions performed in non-dramatic form in live talent programs which musical compositions station is licensed at the time of broadcast to perform publicly for profit.

"Station agrees upon request of agency to furnish the names of copyright licensing organizations (such as BMI, SESAC and AMP) which on the effective date of this contract have licensed station to perform publicly for profit their respective musical compositions; and until agency receives notice from station to the contrary agency shall have the right to rely thereon with respect to this and any future broadcasting contracts between station and agency. Agency material is everything broadcast hereunder excepting station material. Station approval of agency material for broadcasting shall not affect agency's indemnity obligations under this contract.

"(E) Notwithstanding the indemnitor shall have assumed the defense of any litigation hereunder, the indemnitee, upon relieving the indemnitor in writing of its obligations hereunder with respect to such litigation, shall shave the right, if it shall so elect, thereafter to conduct the same at its expense by its own counsel. The indemnitor upon request shall keep the indemnitee fully advised with respect thereto and confer with the indemnitee or its counsel.

"(F) The provision of this paragraph shall survive any cancellation or termination of this contract."

Except as herein modified each and every such broadcasting contract shall continue in full force and effect.

WOODBURY STARTS SPLIT HALF-HOUR

ANDREW JERGENS Co., Cincinnati (Woodbury soaps and face powder), on Jan. 1 replaces its weekly 30-minute *Woodbury Hollywood Playhouse* on 64 NBC-Red stations with two quarter-hour programs originating from Hollywood and New York respectively.

Tony Martin, from Hollywood, will utilize the first quarter, Wednesdays, 8-8:15 p.m. (EST), with West Coast repeat, 8-8:15 p.m. (PST). Featured will be Tony Martin, vocalist, with Dave Rose orchestra. William N. Robson, Hollywood manager of Lennen & Mitchell, agency servicing the account, is to produce.

How Did You Meet? dramatization of romances, will take up the balance of the half-hour, 8:15-8:30 p.m. (EST), with West Coast repeat, 8:15-8:30 p.m. (PST). Bernard L. Schubert will produce. Prizes of $100, $50, and $25 are to be awarded weekly for the best three letters submitted to the program, with first prize winner's entry becoming the basis of the week's drama.

New Colgate Agencies Continue Four Serials

COLGATE-PALMOLIVE-PEET Co., Jersey City, under its new agency setup renewed effective Dec. 30 four CBS quarter-hour daytime serials. Through Sherman & Marquette, Chicago, *Myrt & Marge*, heard Monday through Friday at 10:15-10:30 a.m. for Super Suds, was renewed on 81 stations. Through Ward Wheelock Co., Philadelphia, *Hilltop House*, heard for Palmolive soap Monday through Friday at 4:30-4:45, was likewise renewed on 81 stations.

Woman of Courage, heard Monday through Friday at 10:45-11 a.m. on 41 stations for Octagon soap, was renewed through Ted Bates, and 24 western and far western stations were added for Crystal White, handled by Sherman & Marquette, Chicago. These accounts, with the exception of Crystal White which is distributed exclusively in the west, were formerly handled by Benton & Bowles, New York.

The fourth serial renewed was *Stepmother* for Colgate tooth powder. The program is heard on 48 stations, Monday through Friday at 4:30-4:45 p.m., and the product handled through Sherman & Marquette, Chicago.

P&G Renews Four

PROCTER & GAMBLE Co., Cincinnati, on Dec. 30 renewed four CBS daytime weekday serials. *Life Can Be Beautiful*, heard at 1-1:15 p.m. for Ivory soap, and *Right to Happiness* at 1:30-1:45 p.m. for Crisco were renewed through Compton Adv., New York. *Road of Life*, sponsored for Chipso from 1:45-2 p.m., was renewed as was *The Goldbergs* heard in behalf of Oxydol at 5-5:15 p.m. and rebroadcast at 11:30-11:45 a.m. The Chipso account is handled by Pedlar & Ryan, New York, and Oxydol by Blackett-Sample-Hummert, New York.

FRED R. DAVIS, 64, advertising space buyer for General Electric Co., died in Schenectady Dec. 26 after an illness of two years.

Like Good Friends Who Are Always Welcome

WAAB	Boston
WEAN	Providence
WICC	Bridgeport, New Haven
WLLH	Lowell, Lawrence
WSAR	Fall River
WSPR	Springfield
WLBZ	Bangor
WFEA	Manchester
WNBH	New Bedford
WTHT	Hartford
WATR	Waterbury
WBRK	Pittsfield
WNLC	New London
WLNH	Laconia
WRDO	Augusta
WHAI	Greenfield
WCOU	Lewiston, Auburn
WSYB	Rutland
WELI	New Haven

—are the home-town radio stations and those who call, *via* the loudspeaker—because they're known and liked for their personal qualities. Many are part of the immediate community—and ALL enjoy acceptance IN the home resulting from long association and genuine friendship.

Consider what this means in promoting YOUR products in the important buying centers of New England, covered by The Colonial Network.

Isn't it logical that you're bound to be more successful in these communities if you appoint a *local* organization that is *known*—has standing and *acceptance*—in preference to a stranger from afar?

And isn't it obvious that when you can obtain—at economical cost—the loyalty and friendship these 19 Colonial Network home-town stations possess, you are investing in *exactly* the *right* mediums for doing the *best* selling job in one of America's most prosperous, populous, responsive markets—buy-able New England!

THE COLONIAL NETWORK

21 BROOKLINE AVENUE BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., *National Sales Representative*

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